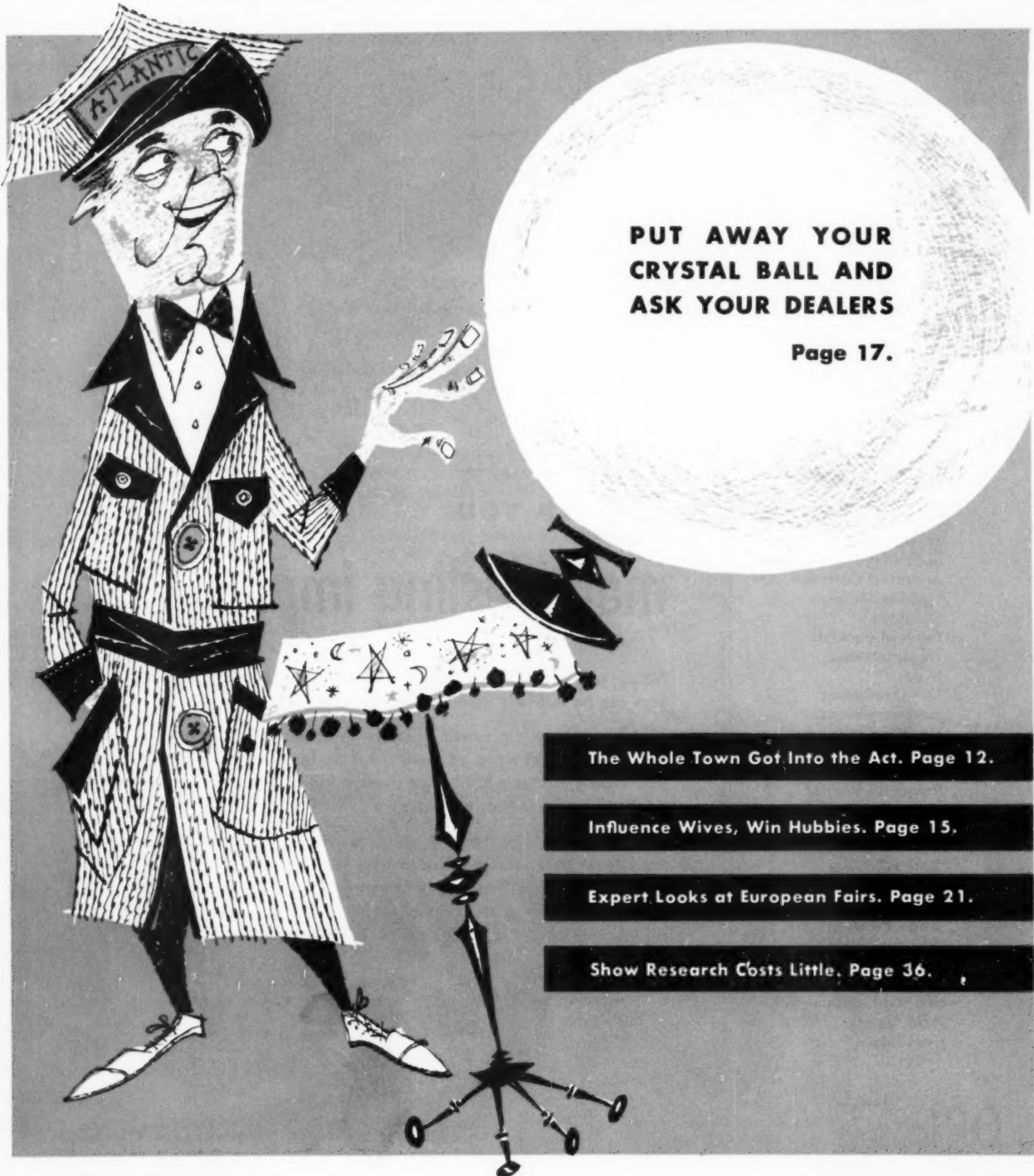


Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS



**PUT AWAY YOUR
CRYSTAL BALL AND
ASK YOUR DEALERS**

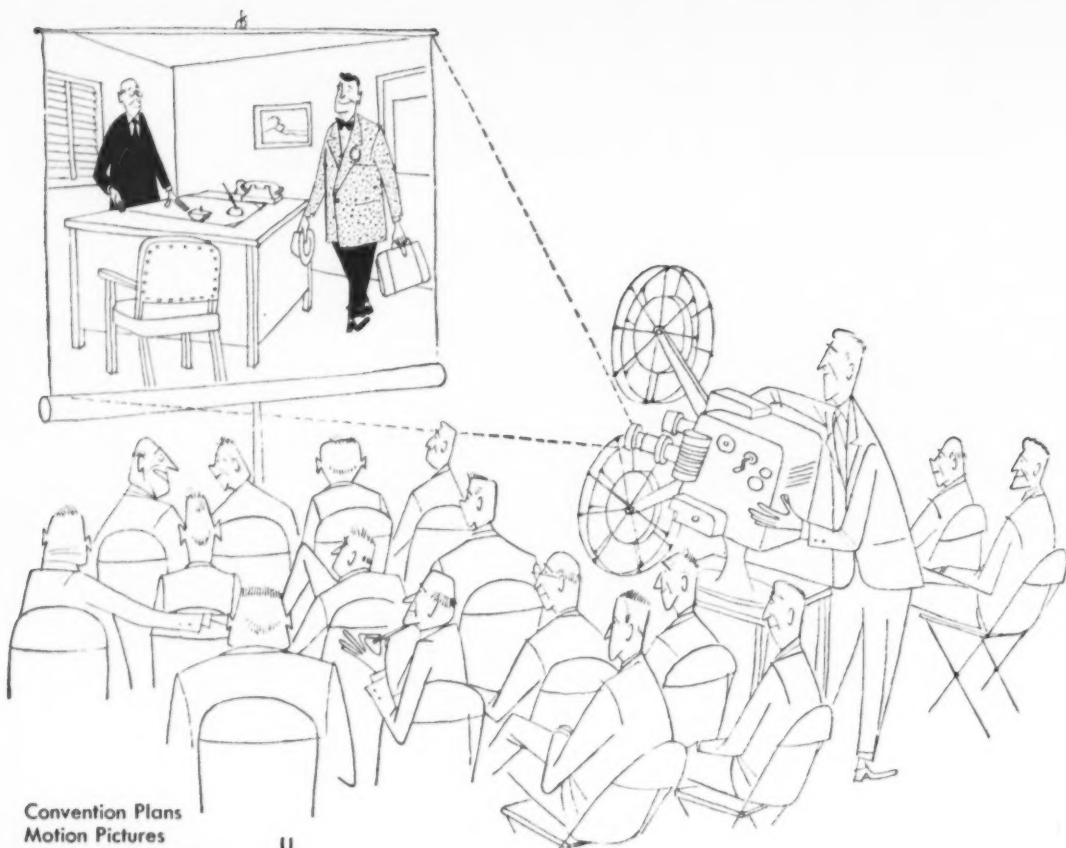
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Convention Plans
 Motion Pictures
 Meetings Packages
 Television Commercials
 Demonstration Devices
 Screen Advertising
 Skits
 Animated Cartoons
 Training Manuals
 Slidefilms
 Pictorial Booklets
 Transparencies
 Slides
 Film Distribution
 Turnover Charts
 Meeting Guides
 Tape Recordings
 Disc Recordings
 Promotion Pieces
 Poster Charts
 Banners
 Training Devices
 Quiz Materials
 Speech Coaching
 Pageants
 Stage Presentations
 Portable Stagettes
 Meeting Equipment
 Projection Service
 Film Productions in Color
 Field Surveys
 Convention Supervision

TO HELP YOU

make lasting impressions

Strong pictures can help make a successful sales campaign. Group meetings can be skillfully guided to assure lasting impressions.

Whether your group meetings are large or small, Jam Handy can help you get the results you want—at a saving in time and money for you. Jam Handy produces low-budget movies that can be just as successful for small companies as more elaborate productions are for larger organizations.

Whatever your objectives in meetings may be, Jam Handy specialists have the knowledge and experience to help you get the best aids to conduct them. If you wish, Jam Handy One-Stop Service can handle every detail for you, under your supervision. Write or call the office nearest you for information about Jam Handy's "lasting impression" services.

The **JAM HANDY**
Organization

One-Stop Service

Offices →

NEW YORK 19
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WASHINGTON 6
1730 H Street, N.W.

DAYTON 2
310 Talbott Bldg.

DETROIT 11
2821 E. Grand Blvd.

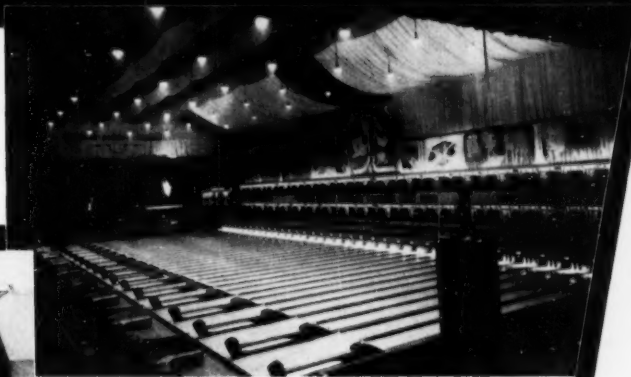
PITTSBURGH 22
930-932 Penn Ave.

CHICAGO 1
230 North Michigan Ave.

HOLLYWOOD 28
5746 Sunset Blvd.

American Decorating Company

1849 West 24th Street
Cleveland 13, Ohio



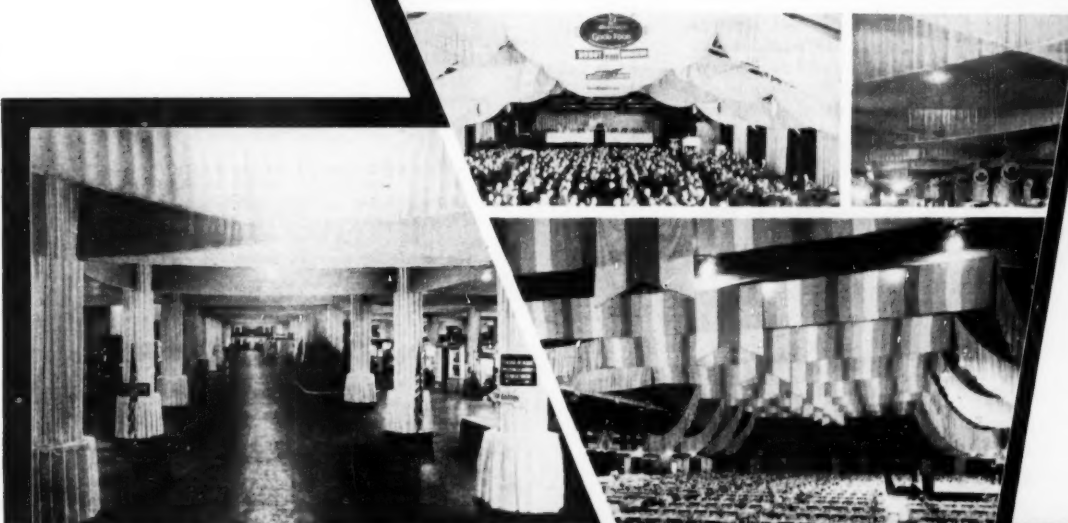
Rental Equipment Decorating Services

American has decorated some of the largest events in the country, a few of which are pictured on this page.

American handles the country's biggest shows with its own equipment, and yet gives the same specialized help to every event, no matter how small.

American provides rental furniture and decorations for sales meetings, open house programs and banquets, as well as for complete exhibitions and trade shows.

American decorates indoors and out in a manner in keeping with the theme of the occasion. We adapt our equipment to your individual problem and help you plan an attractive setting with rental decorations and furnishings.





QUESTION

Did your convention delegates like the Hotel Sherman?

Ask the salesmen—question the delegates—cross-examine the customers—everyone tells the same story: *You can't find a better place for a convention in Chicago than the Hotel Sherman!*

Why?

Because of tailored-to-fit meeting and exhibit facilities—plenty of them—for small, medium and large groups.

Because of the Sherman's fabulous food, restaurants, unusual bars—imitated the world over. Even the most enthusiastic delegate will find relaxing quiet and comfort in any one of the Sherman's 1450 beautifully decorated and furnished rooms

Your Convention will be a happy success at

hotel sherman
RANDOLPH, CLARK AND LA SALLE STREETS
chicago

Frank W. Bering, Chairman of the Board

James A. Hart, President

Pat Hoy, Vice President and Gen. Mgr.

West Coast Office **George R. Smith**
210 Post St., San Francisco 8, Calif.

Write or Wire Today
for Information
about Our
Convention Facilities

Sales Meetings

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The Whole Town Got Into the Act

Stores closed, school bands marched and everyone joined in when Carboly staged an open house at its new plant. Everything from baby sitters to box lunches were provided.

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There's a lot of talk at home about Schering Corp.'s sales meeting because salesmen's wives are invited to send in their ideas in exchange for free gifts. 15

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A Convention At The Skirvin Hotel Is Assurance of Success

Here you'll find complete facilities for both large and small gatherings, with all details handled by experienced personnel

For added pleasure, there's air conditioned comfort throughout, with free radio and television

Conventions are our BUSINESS—
Not a "sideline."

WRITE FOR COLOR BROCHURE
AND FULL INFORMATION

THE
Skirvin
OKLAHOMA CITY
First and Broadway
Telephone L.D. 381

DAN W. JAMES, PRESIDENT AND GENERAL MANAGER

An Outstanding Convention
at the luxurious
Château Frontenac
in Old-World Québec



Across the border, one of the world's luxury hotels welcomes you to North America's most picturesque city.

In Québec, the Château Frontenac offers over 700 rooms...meeting rooms and banquet halls...a P. A. system, 16 and 35 mm sound projectors...individual exhibition rooms.

Enjoy fascinating sight-seeing, shopping, Laurentian excursions, golf. The Château Frontenac's hospitality makes every hour a pleasure...gives you superb food, perfect service.

Canadian Pacific style all the way. Whether you travel for business or pleasure, Canadian Pacific trains promise you maximum comfort and courtesy. For information and reservations, apply Canadian Pacific, 581 Fifth Avenue, New York 17, N. Y.; 80 Boylston St., Boston 16, Mass.; 39 South LaSalle St., Chicago 3, Ill.; Convention Traffic Manager, Room 801, 1117 St. Catherine Street West, Montreal, Québec; or Hotel Manager, Château Frontenac, Québec, Canada.

Château Frontenac

A CANADIAN PACIFIC HOTEL IN FRIENDLY OLD QUEBEC

PART
TWO

Sales Management

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

EXECUTIVE OFFICES FOR SALES MEETINGS

1200 Land Title Building, Philadelphia 10, Pa.
Rittenhouse 6-5420

GENERAL MANAGER
Philip Harrison

BUSINESS MANAGER
Paul Lightman

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ASST. TO THE EDITOR Eileen Kessler
RESEARCH EDITOR John T. Fosdick
CONSULTING EDITOR ... Richard Backhard
RESEARCH LIBRARIAN Norvalle Stott
READERS' SERVICE BUREAU .. Helen Cope

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PHILADELPHIA 10, PA.
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LExington 2-1760
Randy Brown, Jr.

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333 N. Michigan Avenue
STate 2-1266
Thomas S. Turner

SANTA BARBARA, CALIF.
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Santa Barbara 6405
Werwick S. Carpenter

SALES MEETINGS is issued quarterly on January 1, April 1, July 1 and October 1 as Part Two of SALES MANAGEMENT. All mail for SALES MEETINGS should be directed to Philadelphia office.

Second Quarter
April 1, 1953

SM/APRIL 1, 1953

A HIT Motion Picture ON HOW & WHY MAGAZINE ADVERTISING WORKS

You can put on free — at your next sales meeting anywhere in the country — a feature film of entertainment and stimulating instruction about how and why your magazine advertising generates sales. It's a 25-minute full-color full-sound Hollywood-cast motion picture, "A Magazine Story." It has been a hit at hundreds of showings to over thirty-three thousand salesmen these past months...because it

Makes Better Salesmen

The salesman who knows the reasons for the power of magazine advertising gets behind your campaigns and sells better. This picture's entertaining live story and the convincing animated-sequence make your salesmen learn while they enjoy. And what they get from the picture

Sticks With Them

The lovely Mellissa Malone, and Don, Ray, and Jerry, are memorable characters. The animated adventures of Old Thinker and Chef Satan register advertising-selling facts that become a valuable part of your salesmen's selling from then on. And the free audience booklet that goes with the film tamps in the story securely. "A Magazine Story" is a sales meeting or convention feature that

Fits Your Plans

It's great as a warmer-upper. It's powerful as an opener to the presentation of a special campaign or a whole year's advertising program. It's *non-competitive*, so it will not embarrass you if you also present other media plans. "A Magazine Story" has been a hit with intimate meetings of ten viewers or less...it has been a wow with audiences as large as eight hundred. And it fits every kind of magazine-advertised product or service. Also, what's most important for you, to put it on

Needs No Fussing

All you need is a screen, a standard projector, the reel, and the audience booklets. "A Magazine Story" is professionally made...16 millimeter color film with self-contained sound track. And every print is perfect...inspected for color, sound, and general condition by our nationwide distributor. You simply ask Magazine Advertising Bureau for a copy; it goes to you in plenty of time for your meeting — and all without charge.

ASK THE MEN WHO'VE SHOWN IT

Here is a partial list of the magazine advertisers who have made successful use of "A Magazine Story"—the feature motion picture that merchandises magazine advertising to the advertiser's sales force.

Colgate • Florida Citrus • Philco
Koret • Nash-Kelvinator • Air
France • Dearborn Motors • Crosley
Best Foods • Nunn-Bush • Seagram
Kelly-Springfield • Flexee • Helene
Curtis • Easy • Elgin • Pittsburgh
Glass • Miles Labs • Textron
Johns • Mansville • Fieldcrest
Matchabelli • Ruberoid • Ronson
Lovable Brassieres • Intl. Silver
Hotpoint • American Radiator
Mirro • Dictaphone • Natl.
Trailways • Gorham • Keepsake
Hoover • Seven-Up • Eastman
Kodak • Cluett Peabody
Masonite • Johnson Motors
White Sewing Machine
American Optical • Marvela
Jarman • South Bend Bait
Congoleum • Ford • Swift
Oneida • Englander
Gen. Elec. • Telechron
Caterpillar • Chrysler
Gulf Oil • Prince
Gardner • Exide
Portland Cement
Hamilton Mfg.
Gen. Motors

Feature "A MAGAZINE STORY"

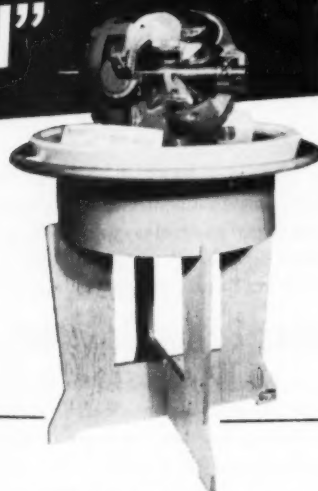


Magazine advertisers or advertising agents: Write for 1. further particulars, or 2. a print for you to preview, or 3. a print and audience booklets for salesmen showings.

Write: **MAGAZINE ADVERTISING BUREAU**
271 Madison Avenue, N. Y. 16, N. Y.
Phone MUrray Hill 5-2210

Develop more customers at point of purchase WITH GARDNER-BUILT "SILENT SALESMEN"

The culmination of all advertising effort lies at the point of purchase. Here, a sales message that stresses a product's features clearly, forcefully, does much to assist in closing a sale that advertising started.



Above: Compact, convincing unit that made prospects conscious of Delta Tools . . . induced them to buy.

Above, right: Cut-away of Westinghouse lint-free Textile Motor tells its "inside" story at a glance.

Right: Durability of Boltaflex coverings is emphasized by the cut-out of a youngster "bouncing" up and down on the chair.

Gardner has created hundreds of point of sale displays. Many were for the nation's largest firms as well as small companies who wanted unusually different and effective material. As a matter of fact, one Gardner creation was just recently used for "The Hall of Fame" of the Point of Purchase Advertising Institute at Chicago.

Your displays, too, will be better "silent salesmen" when you subject them to Gardner's creative imagination. Investigate the possibilities.



**GARDNER CREATES
SHOWMANSHIP
THAT SELLS!**

GARDNER
displays

**WRITE, WIRE OR PHONE
FOR FULL INFORMATION NOW**

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1937 W. Hastings St., Chicago 8, Ill.,
Taylor 9-6600

PITTSBURGH
477 Melwood St., Pittsburgh 13, Pa.,
Mayflower 1-9443

NEW YORK
516 Fifth Avenue, New York 36, N. Y.,
Vanderbilt 6-2621

DETROIT
810 Book Tower Bldg., Detroit 26, Mich.,
Woodward 2-3557

Editor's Notes

Let's Rig a Survey

We're going to make a survey, you and I. We're going to prove conclusively that no marketing medium comes near being as effective as the trade show. We're going to prove that exhibiting is the most inexpensive form of advertising and sales promotion, and far and away the most productive.

Strange that we should start a survey with a conclusion? On the contrary, it seems many of the most conclusive surveys we've seen recently must have started that way. Now, back to *our* survey.

Because we want to get results about trade shows, we'll only send our questionnaires to companies that participate in them. That's fair, isn't it?

First question we might ask is: "Which is the most effective medium for closing a sale? (Check one) Face-to-face contact, Direct Mail, Business-paper Advertising, Radio, Television, Newspapers, General Magazines."

Do you think "face-to-face contact" can lose?

Now, for question number two: "In which medium do you have the heaviest concentration—in a short period of time—of customer and prospect contact with your salesmen? (Check one) Trade Shows, Office Calls, Magazines, Newspapers, Radio, Television."

Want to bet on the returns to this one?

Number three: "How many customers and prospects enter your booth at the most successful trade shows in which you participate? — How many salesmen are on hand? —"

We're about to pile up the heavy statistics, now.

Number four: "How many calls does your average salesman make each day? — How much does it cost to keep a man on the road each day (include salary)? \$ —"

And here's number five: "How little have you spent on a trade show exhibit? \$ —"

Well, there you have it. A simple five-question survey that will prove our original conclusion. Results of this survey unquestionably will show:

1. You have a heavier concentration of customers and prospects at a trade show in a short span of time than in any other medium.

2. The trade show is the most effective medium for closing sales.

3. It costs less per customer or prospect contact to have salesmen at a trade show than to send them out on the road.

Something strange about the results? Not at all. We've seen dozens of survey results just like these.

Haven't you seen surveys recently that show trade shows are low man on the totem pole as far as advertising and sales promotion media are concerned? Sure you have. And it's easy to get those results, too, just as we "proved" the opposite. Here's how you do it. First you send questionnaires



7 Reasons *Why* CONVENTIONS *are a success* at THE DRAKE

Convenient location—on the shores of beautiful Lake Michigan.

Banquet facilities for 750, plus 25 meeting rooms that accommodate 25 to 800 persons.

Experienced personnel—to complete arrangements to make your convention a success.

3 famous dining rooms...the moderately priced Oak Room, the atmospheric Cape Cod Room and the distinctive Camellia House.

600 sleeping rooms.

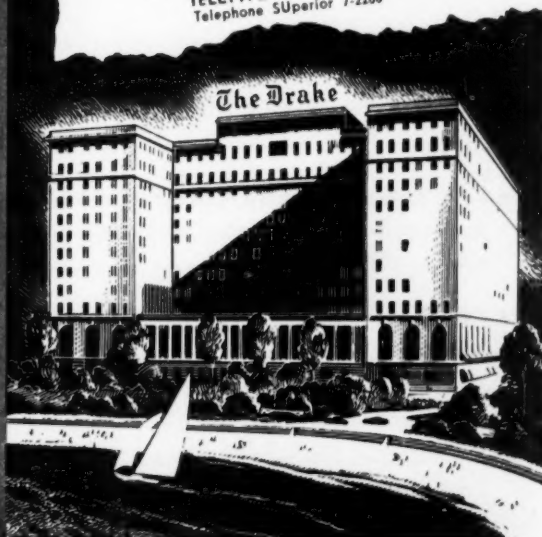
Owner Management that provides personalized service.

Quiet dignity.

On file are many voluntary complimentary letters that may be seen on request.

The **DRAKE**
Chicago

E. L. Brashears, President
Dick Flynn, Vice-President—Sales
TELETYPE No. CG 1586
Telephone Superior 7-2200





Fly TWA to conventions the world over
only TWA serves
60 U. S. cities and
21 world centers overseas

- **TWA Constellation speed reduces travel time** to a minimum.
- **New TWA Sky Tourist**—coast to coast and overseas—along with TWA de luxe Constellation service and luxury “Ambassador” flights—give delegates wide choice of flights and fares. Ask also about TWA Family Fares.
- **TWA's stopover privileges** permit delegates to go by one route, return by another, stop off for business, or to relax at TWA-served resort areas, at no extra fare.
- **TWA's experienced sales force will aid you** in contacting members, reserving space, making detailed arrangements on convention flights for your convenience.

For complete data on TWA convention services, call or write your local TWA office. Or write TWA's Convention Manager, 60 E. 42nd St., New York 17, N. Y.

These important conventions and sales meetings are taking advantage of TWA's world-wide service:

- 30th International Milan Samples Fair—
Milan, Italy, April 12-26, 1953
- American Petroleum Institute—
New York City, May 11-14, 1953
- National Office Management Association—
Boston, Massachusetts, May 24-27, 1953
- National Association of Master Plumbers—
Kansas City, Missouri, May 6-9, 1953
- American Trucking Association—
Dallas, Texas, May 11-14, 1953
- Rotary International Convention—
Paris, France, May 24-28, 1953

Ship convention exhibits, samples and merchandise via TWA Air Freight for efficient, on-time service.

ACROSS THE U. S. AND OVERSEAS . . .

FLY TWA
 TRANS WORLD AIRLINES
 U. S. • EUROPE • AFRICA • ASIA

SM/APRIL 1, 1953

to companies with high advertising budgets. Then you ask which media they consider most effective for advertising and sales promotion.

Companies that spend most money in television will certainly tell you that TV is most productive? (If they didn't, how in the world could they justify their budgets?) So it will go for each company; its big budget item will rate first. Because trade show expenditures are usually lowest in a company's media budget, it would have to come out low in this kind of survey.

What these surveys don't ask are the objectives involved in the selection of media. Why, for instance, would a soap company that wants to reach the general public use a heavy budget in the trade or industrial show medium? Naturally, its most productive media are those that reach the public. Yet, the soap company would be sent a questionnaire about media productivity and the results would be offered as evaluating media. Could the trade show possibly be presented in a good light with this set-up? Of course not.

All this is by way of calling your attention to the voluminous surveys bouncing across desks these days that purport to evaluate media—and invariably show trade shows dragging up the rear. Before accepting the "facts," analyze the questions asked by the original survey. The tip-off in this kind of survey is that the answers to the questions are usually obvious—just like the survey we just put together. When you can tell right off the way somebody is going to answer a question, it's not much of a fact-finding study. It's just a rigged questionnaire to substantiate a conclusion that you have already drawn.

Motels for Conventions?

Motels have offered hotels stiff competition for the motoring public and are raising their sights for bigger game. A motel operator in Memphis is about to open a motel designed to attract conventions. His property includes 129 rooms, four suites, and a convention hall to accommodate 300.

Apparently the motel operator never was on a convention planning committee, or he would have discovered why his new venture is a poor bet. He would have learned that meeting sites are selected for prestige. (There's no prestige associated with motels today.) He would have noticed that convention groups seek center-city sites—want to be right in the middle of things—or luxurious resorts.

And, perhaps first and foremost, he would have discovered that what convention planners want most are staffs experienced in handling conventions. Hotels have been catering to groups for years, have all the facilities and know what conventions require.

While the motel might beat the ears off a hotel in room rates, it certainly could offer little competition in food service and banquet facilities. Because food and drink account for more cash outlay than room rates, the motel is not in a good competitive position in the dollars and cents columns either.

It's a shame for the motel operator. He has established a reputation as a live-wire entrepreneur. He had better start planning on how to utilize his convention hall for something other than meetings.

ROBERT LETWIN
Editor



Business takes a new interest in Washington

There's a new climate in Washington for business. Now's the right time for planning your important events in the Capital.

Put your important meetings and exhibits where important things are happening. You can book your big meetings, conferences and shows in Washington's foremost meeting site. Complete facilities for national company meetings—sales, promotion and public relations exhibits—are available now at National Guard Armory.

Put your meeting in the limelight . . . where the eyes of the nation's business are focused. Bring your salesmen, distributors or dealers to the most important spot in the world.

Some Choice Dates Available

THE LARGEST EXHIBIT SPACE IN THE CAPITAL CITY

- 76,000 SQ. FT. OF UNOBSTRUCTED FLOOR SPACE
All on One Floor
- COMPLETE CONVENTION FACILITIES
- TRAINED AND EXPERIENCED STAFF
- UNEXCELLED PUBLIC ADDRESS SYSTEM
- ADDITIONAL MEETING ROOMS
- EASY DRIVE-IN FACILITIES
Unload Exhibit at Booth
- CRATE STORAGE SPACE
- PARKING ACCOMMODATIONS
FOR 1000 CARS
- ABUNDANT LOW COST TRANSPORTATION
- 10 MINUTES FROM THE CAPITOL

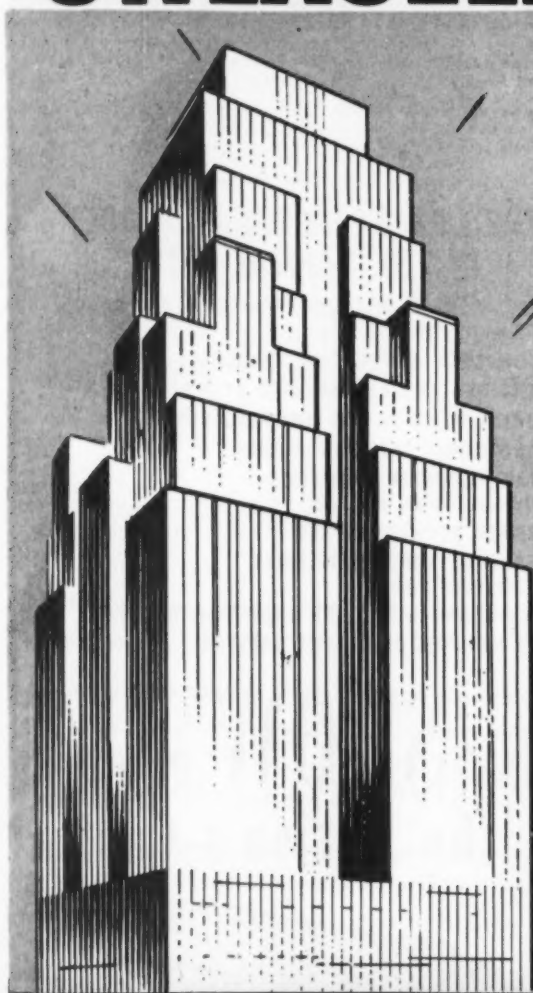
THE **SHOW** PLACE of the Nation's Capital



For Information Write: Armory Board Manager

National Guard Armory
2001 EAST CAPITOL STREET
WASHINGTON 3, D. C.

THIS HOTEL OFFERS UNEXCELLED VALUE!



CONVENTION GROUPS, large and small, now recognize that the New Yorker offers more real hotel value than ever. By any yardstick you choose—location, service, cost, convention “know-how”—this is now New York’s outstanding popular-priced convention hotel. A wide range of air-conditioned meeting and banquet rooms, ample exhibit space and specially trained personnel make *every* group meeting a success. When you consider New York, consider the New Yorker because it offers you unexcelled value!

For detailed convention information, write to D. W. Carlton, Director of Sales and Advertising.

NEW YORKER

Frank L. Andrews, Pres. Gene Voit, General Manager

WRITE US TODAY FOR THE HOTEL NEW YORKER CONVENTION PLAN
34TH STREET AT EIGHTH AVENUE, NEW YORK 1, N. Y. DIRECT TUNNEL CONNECTION TO PENNSYLVANIA STATION




FLY UNITED to the NEXT CONVENTION

***Spend your time there
... not in getting there***

TRAVEL TIPS TO MR. SECRETARY

In pre-convention literature, as well as in your "trade paper" or organization publication, mention the scheduled airline service from 410 cities. Suggest that members secure air transportation schedules, costs and optional routings. United's local Sales Manager will gladly offer helpful advice, complete information and even help promote attendance by providing suitable direct mail pieces on your meeting. Contact your nearest United office, or write direct to United Air Lines, 5959 South Cicero Avenue, Chicago 38, Illinois.



No longer need a potential convention-aire say, "I can't spare the time." All major convention cities are only a few hours away when you fly United. You can fly coast to coast in only 10 hours!

And fares are low on United, frequently less than 1st class rail plus lower berth. Delicious meals, prepared by United's continental chefs, are included in the fine service you receive on a United Mainliner. And remember, you can take your wife along for half-fare under the popular "Family Plan."



United AIR LINES



ONE OF THE SCHEDULED AIRLINES OF THE U. S.



NOT A CIRCUS. It's the Carboloy open-house celebration.

The Whole Town Got Into the Act

Stores closed, school bands marched and everyone joined in when Carboloy staged an open house at its new plant. Everything from baby sitters to box lunches were provided. Carboloy's product and economic story reached thousands.

BY WILLIAM L. MORRIS

Manager, Plant Community Relations

Carboloy Department, General Electric Co.

To mark the opening of our new carbide tool-fabrication plant in Edmore, Mich., last June, it was felt that the occasion should be more than just an open house, for the plant was the first industry to come to this all-agricultural town and it was the first new plant in our expansion program. Accordingly, it was decided to go all out in celebrating the plant opening.

Edmore is about 150 miles northwest of Detroit, in a completely rural district.

Planning for the event was begun four months prior to the date of the celebration. The date (Thursday, June 5) was selected to coincide with the reaching of full employment. Business and other community leaders were consulted to avoid conflict with local activities. First, the celebration's purpose was outlined:

1. To acquaint employees, their families, friends and neighbors in the community with the plant, manufacturing processes and product.

2. To acquaint them with pay and benefits plans, working conditions and safety and health measures.

3. To get across some economic facts on American industry.

4. To further our reputation for being a good neighbor and a good employer.

Next, the plant community was defined for purposes of determining the "invitation area." A survey of employees show that about 50% lived in the village proper, and 40% more resided within an area of a 10-mile radius. The remaining 10% were scattered from 15 to 20 miles away. It was therefore decided that the "invitation area" would be roughly in the 10-mile radius zone.

Next, a program was outlined which would achieve goals that had been established and, at the same time, would observe local customs. Program and plans were drawn up with a view to giving employees and community every chance to participate.

In arranging the program, we were confronted with several problems. First, we could not achieve all the goals that had been set through a plant tour alone, which would take scarcely more than an hour. Next, while Carboloy tungsten carbide cutting tools are a technical, industrial product, well known in industry, it would be difficult to get across to a lay audience the story of their manufacture, quality and importance of their contribution to industry, by means of a plant tour only. In addition, the plant is located in a very small town (less than 1,000 population) but with great community spirit. Celebrations and gatherings in the area are of the "make-a-day-of-it" variety, with food being served. There was no hall or building within miles of the town that could accommodate the crowd expected. The space problem (and also any bad weather problem) was solved with tents—one large tent (60 x 270) and several smaller ones for other displays and demonstrations. Tents made it possible to include several program features that could keep visitors busy for several hours—long enough to get the product and economic story across entertainingly and effectively—and long enough to make their visit seem more worth-while. It was felt that the best way to help dramatize our technical product was to relate it—at every opportunity—to its contributions to faster, lower cost production of everyday things: refrigerators, cars, radios, TV sets, hosiery, clothing fabrics, etc.

Committees were appointed and assigned specific duties. Committees were drawn from civic groups in Ed-

more, from personnel of the Edmore plant and from the Detroit plant as well, since the Edmore plant is strictly a manufacturing operation and other necessary facilities (advertising, photography, etc.) are located in Detroit. Committee assignments were based upon personnel and facilities available in each place.

About a month before the celebration, letter invitations were mailed to employees' homes, and to business, professional and other civic leaders. A general invitation to the community in the form of a full-page ad was run in the four weekly newspapers serving the area. Both letters and advertisements explained that, in order for us to know how many to plan for, we would like to have readers let us know whether they could accept our invitation and whether they could plan on having a box supper with us. By the day of the celebration we received 4,000 requests for free tickets to both the plant tour and box supper, and 1,000 additional requests for plant tour tickets only. Our purpose in asking people to write for tickets was mainly to let us know how many box suppers to plan for—we could accommodate almost any number on the plant tour. As it turned out, 3,950 box suppers were served, and about 6,000 people took the plant tour.

Special Invitations

A special letter was sent to newspaper and radio representatives, inviting them to cover the event. A letter was sent to officials of industries from a greater surrounding area than the 10-mile plant community zone, inviting them to our employee-community celebration, but pointing out that a special plant visit was being arranged for them at a later date if they did not wish to attend the celebration. Those who accepted were given the name of an individual member of the hospitality committee and were requested to ask for him by name at the information tent upon arrival so that they could be shown individually. In addition, Carboly sales representatives serving the area brought along any of their customers who wished to attend.

Plans for the celebration were announced in newspaper publicity releases and by area radio and TV stations on the same day the letters were received and the ads appeared, and were continued in the area newspapers each week until the day of the celebration. News releases were also sent to Detroit newspapers and radio



HIGH SCHOOL GIRLS served as baby sitters in a supervised playroom so that parents could enjoy tour and main program in the evening without being hampered by youngsters.



COMMUNITY-SERVICE CLUB PEOPLE distributed 4,000 free box lunches at one of two refreshment tents. Lunches were timed to arrive so that they would be fresh.



ROUTE OF PLANT TOUR was marked by white tape, which formed a continuous aisle. Tour followed progress of the tool-fabrication operation, explained by suspended placards.

and TV stations as well as to the national trade press. A recording of some comments by K. R. Beardslee, general manager, Carboly Department, was featured on "News of Michigan Industries" program over station WJR, Detroit.

Community committee members, among other duties, had volunteered to ask merchants in the village to clean up and paint up Main Street stores in time for the celebration. In addition, practically every merchant had a large welcome or congratulatory message painted on his store window on the day of the celebration.

Another evidence of excellent community cooperation: practically all merchants decided to close their stores at noon on the day of the celebration so as not to draw away any visitors to the plant on "Carboly's Day."

The program was scheduled to run from 2 PM to 10 PM. As visitors reached the plant, state and county police, assisted by Carboly employees and local Boy Scouts, directed them to parking spaces.

All people serving on committees were distinguishable to visitors by a bright yellow "committee" arm band. In addition, each employee of the Edmore plant wore a green badge, personalized with his name. Committee members from the Detroit plant, as well as company officials, wore a yellow name badge, and community committee members wore buff name badges.

Welcome Sign

A huge welcome sign and large arrows directed visitors to the plant gate and entrance to the plant tour. An information tent near the gate took care of any and all questions that were asked, served as a lost-and-found department, and as a message center and headquarters for announcements over the public address system.

If there were any small children in the group, adults were told they could leave them during their tour (and also during the main program in the evening), in a supervised play-room, which was located in the VFW Hall across the street from the plant, and was staffed by members of Edmore High School junior class girls.

Program booklets were passed out to visitors as they entered the plant gate by members of the "hospitality" committee. Program booklet contained, among other things, a thumb-nail picture tour of the plant and a map of the tour. It thus served not only as a program, but also as a take-home souvenir (not more than a hand-

ful of the booklets were found lying around after the celebration).

A welcoming committee of Carboly officials greeted the visitors just inside the plant door, collected tour tickets to give us an actual count of visitors, and directed guests to the first stop on the tour—a "lobby" display, utilizing large panels with facts and pictures. First panel was captioned "How We Try To Be a Good Employer," and told about pay and benefits, health and safety practices, and the like. Next panel was captioned "How We Try To Be a Good Neighbor," and listed some facts, with photographs, about our participation in community affairs, taxes, and our efforts to keep the community informed. Third panel gave some facts about the plant—total cost, number of new jobs made available in the community, and average cost to share-owners of setting up one job. Next panel told about the product—what it is, how it is made, and where it is used. Final panel, just before the start of the tour proper, was a picture story of Edmore operations to "brief" the visitors on what they were about to see. A guide was stationed at each of these panel displays to go over them with guests and answer any questions they might ask.

Check List for Carboly's Open House

Advance Plans

1. Determine "invitation area."
2. Draw up general plans and program.
3. Appoint committee, assign duties.
4. Send out invitations 30 days in advance.
5. Release plans to newspapers, radio and TV.
6. Enlist support of local merchants.
7. Plan box luncheon.
8. Enlist local talent for entertainment.

Pre-Opening Plans

1. Arrange for police and Boy Scouts to handle traffic.
2. Distribute arm bands to committees.
3. Erect welcome and directional signs.
4. Set up information center.
5. Arrange for high-school girls to baby sit.
6. Set up press room and broadcast areas.
7. Arrange for first aid facilities.
8. Provide extra restroom facilities.
9. Set up refreshment stands for manning by local civic club members.
10. Set up tapes and signs for plant tour.

Follow-Up

1. Send thank-you notes to aides and for congratulatory messages.
2. Run thank-you ads in local newspapers.
3. Furnish cartoon highlights to local newspapers.
4. Arrange showings of colored movies of event to local groups.

Route of the plant tour was marked out by one-inch white tape, forming a continuous aisle, and by large red directional arrows at every turn. The tour followed step-by-step progress of the tool-fabrication operation from basic materials up to finished, packaged product. The tape aisle not only served to mark the route, but was a safety measure to keep guests a safe distance from moving machines. Large placards were suspended above each type of machine, explaining the operation. A small table near the start of each operation contained samples of work as it entered the section, pieces showing step-by-step operation performed therein, and a sample of final work as it left the section. In addition, the supervisor of each section was stationed near the table to explain verbally the operation being performed and to answer questions. Replacement cost of each machine was shown on a placard and the supervisor-guide called attention to the cost of each machine, to help drive home the economic fact that share-owners had invested quite a bit to set up each of the new jobs now available in the community.

Near the tour's end—which took about an hour to complete—a metal-

(continued on page 77)



PROFESSIONAL ACTORS demonstrate to the audience at Schering's sales meeting the wrong way to call on a doctor. The salesman doesn't seem to impress his client.



THE CORRECT WAY to call on a druggist is shown by these actors in another skit. Also included on the meeting program was a song fest in which the audience participated.

How to Influence Wives And Win Hubbies' Interest

There's a lot of talk at home about Schering Corp.'s sales meeting because salesmen's wives are invited to send in their ideas in exchange for free gifts. Wives are prompted to send mates to the meeting with "a bag full of ideas."

SM/APRIL 1, 1953

Women are the best thought-provokers known to man. Anybody want to dispute that?

Schering Corp., ethical pharmaceutical manufacturer, Bloomfield, N. J., certainly won't! Wives of the company's representatives were asked to send in their sales ideas in exchange for which they would receive their choice of any item displayed in a gift-filled broadside sent them by Schering. Now what wife wouldn't prod her husband for ideas if she knew she could get a roaster or a coffee maker (to mention a few of the offerings) in return? The little women were told that the national sales conference was important to them as well as to the company and were asked for their support in sending their breadwinners off to the conference with a lot of "zip and a bag full of ideas."

Advance Plans

With the wives happy and their husbands thinking of good ideas, Schering proceeded with plans for the conference. Held in December in Atlantic City, it was planned as far in advance as July. Repeated meetings were held with the entire planning group. Division managers, district supervisors, hospital supervisors and professional service representatives were asked to send in any specific questions they had regarding products, in order to enable medical panels scheduled for the meeting to incorporate desired information into their presentations. Schering's thinking was that, although questions from the floor would be allowed, time usually runs out before completion of all questions. Since up-to-date product information is important to the company, it wanted to ascertain that salesmen received all information necessary to sell and effectively detail all Schering specialties.

Theme of the conference was "Schering Unlimited" and all staff correspondence prior to the conference was typed on special memo paper emblazoned with the theme and a reproduction of a fast-moving, modern diesel travelling at full speed across the top of the page. These memos were sent out repeatedly before the meeting to build up interest.

A sub-theme "Let's Break a Record" left plenty of room for pre-conference promotional ideas. A recording was made by George C. Straayer, manager, Professional Service Dept., and sent to all members of the field staff. Included in the record was an oral invitation to the conference, supplementing the formal, printed invitation.

From Schering Sales Convention Song Book

Playlet Song 1

(To the tune of "Pony Boy") (To the tune of "Anchors Aweigh")

Cortogen Acetate
The steroid hormone that is great!
What a job it can do
In helping me and you!
Schering leads all the way
In hormone therapy!
Cortogen, acetate, leads all the
rest . . .
'Cause Schering's the best!

Playlet Song 3

Here's to Coricidin,
Tops in its field.
To symptoms or side reactions
Coricidin will never yield . . .
Down with the common cold . . .
Up with Coricidin.
Schering Unlimited . . .
Makes products that are always
bound to win!

Trips for each division were planned by Schering. Division managers were offered the suggestion that, as much as possible, everyone arrive in a group using their respective division slogan and costume. Each division developed its own slogan especially for the conference. Eastern division, holders of the annual award—President's Cup—wore crowns; central division wore Indian hats; metropolitan men wore derbies and carried canes; and the southern division wore confederate hats.

The entire conference was planned, not in sections, but as a complete program. Careful attention was paid to proper timing and, during the conference itself, with the exception of one or two occasions, the exact time schedule was carefully adhered to. A professional stage director, along with six actors, were engaged for skits and playlets written to illustrate the wrong and right way of contacting a physician, calling on a drug store, preparing for a day's work and concluding the day's activities.

Every session (the conference lasted five days) was opened with organ music and group singing which included several lyrics especially written around products. Other songs included such oldies as Dinah, Margie and Dixie. A sales convention song book containing lyrics was distributed. Also distributed was a small program enclosed in a leather vest pocket portfolio which included a pencil and pad of note paper.

Speakers were restricted to 30 minutes with the exception of the president, Francis C. Brown, who delivered the key note speech on opening morning. Beforehand, careful study of introductions of speakers was

made. All introductions included some special background material on each speaker because Schering attempts to sell the human side of the company. Several medical panels handled under the direction of the medical director were included as well

as a research panel under the direction of Robert E. Waterman, vice-president.

Proper lighting and adequate microphones were used and a sound engineer was present to make certain that every speaker's words were properly amplified. In addition to skits, Schering used movies, slides and a sound slide film. Several speakers made use of the Vu-Graph, which projects writing or drawing on a screen.

Wives were not forgotten at the conference. While they, at home, eagerly awaited the arrival of their chosen gift, several of their letters were read. As soon as time and personnel permit, Schering plans to make a complete summary of the worthwhile contributions it received from women folk.

Advance preparation and careful planning carried out to the letter, assured the success of this conference. And Mrs. Jones, as she happily pours coffee from the coffee maker provided by Schering, is no doubt convinced that the future of her husband's company will be mighty bright. After all, she's told the company how to run things.



Matter of Common Scents

Jimmy Durante would have been in heaven because the proboscis came into its own at a recent Airkem, Inc., exhibit. The company turned visitors to its booths into bloodhounds—giving them the opportunity to smell familiar, pungent odors that clearly got across the value of Airkem, a non-toxic, odor-killing product.

Visitors to the booth were asked to test their nose-how by sniffing a familiar odor, identifying the odor (ammonia, pine and tobacco were first multiple-choice given), its intensity (strong, medium, weak and very weak), and recording it on a folder provided by Airkem.

Answers were listed on another page of the folder along with the contest's scoring system.



DEALERS WASTE NO TIME in telling what they think of the company's promotion. Most are quite vocal. Surprisingly enough, most of their criticisms are constructive.

Put Away Your Crystal Ball And Ask Your Dealers

Atlantic Refining knows how well its promotions are pulling motorists to the doors of its dealers. It asks them. Home-office guesses are seldom as accurate as dealers' experiences. Dealers are flattered when you ask their opinions.

Based on an interview with

EDWIN C. COX, JR.,

Sales Promotion Manager, The Atlantic Refining Co.

There's one top authority on how successfully your promotion is drawing customers to the dealer's door. That's the dealer. He knows—better than your salesman, district and regional managers, and especially home office crystal-ball gazers—exactly what is good and bad for him.

When you are willing to admit that your dealers are not dull clods and that they can recognize a good customer-pulling promotion when they try one—and spot a complete dud with equal dexterity—then you are in a position to toss out the crystal ball and start working with facts. The Atlantic Refining Co. did just that and can show dollar and cents results as well as improved dealer relations.

Back in 1950, Edwin C. Cox, Jr., sales promotion manager, came up with the "near revolutionary" idea: "If we want to know how well our promotion material is working for our dealers, why don't we go and ask them?" Almost every company has at one time or another sent out questionnaires to dealers, but mailed surveys seldom produce complete results. No dealer is going to take the time to answer a long subjective questionnaire that might develop the response you seek.

D. T. Colley, vice-president, sales, responded enthusiastically to the suggestion and a letter was immediately dispatched to all regional managers outlining the purpose of a proposed

series of dealer meetings:

"1. To attempt to find out the effectiveness of our various promotional plans so that we can: (a) do more good things, and (b) do less of the non-effective.

"2. To secure, direct from the dealer, his thinking as to what our future planning should be along promotional lines.

"3. To find out from the dealer things we should do which would make more money for all of us.

"4. To attempt to unearth any retail marketing program which we might be overlooking."

The proposed program was quite simple. Ten of the most progressive dealers were selected in each of Atlantic's 33 districts from Maine to Florida (west to Cleveland). A letter was sent to each selected dealer to meet with home-office executives to discuss the company's promotional efforts. With the letters, dealers received a list of all promotional programs and projects used during the past year. This gave dealers a check list of subjects to be discussed and prompted them to give advance thought to the meeting agenda.

First "grass roots" meeting, as Atlantic calls them, was staged in Scranton, Pa., March 15, 1951. Nine dealers and six Atlantic personnel met for dinner, cocktails and friendly, but intensive, discussion.

Now that the complete circuit of 33 meetings has been staged and the second year of grass-roots meetings is underway, the pattern has been set with these basic rules:

1. Size: No more than 10 or 12 dealers at a meeting.

2. Home-office personnel: Company representatives must be kept at a minimum so that dealers far outnumber them.

3. Salesmen: Company salesmen should not be invited to meetings.

4. Procedure: Cocktails and good dinner should precede all discussions which are to be informal. Atlantic personnel must take as little part as possible.

5. Follow-up: Each dealer must be sent a thank-you for attending.

The formula pays off handsomely. Perhaps its greatest element is its simplicity. Here's how a typical meeting is handled:

Mr. Cox writes a letter to the regional sales manager advising him when to set up a grass-roots meeting in a particular district. The district manager makes arrangements at a hotel for a private dining room and 10 dealers are sent invitations to attend. Atlantic personnel complement usually includes: Mr. Cox; a sales

promotion assistant, who acts as meeting secretary; district manager; sales supervisor and, often, the company's art director or promotional copywriter go along to get the dealers' views.

Two cocktails, a fine dinner and cigars are served leisurely from 6:30 PM to 8:30 PM. The table is then cleared and the list of promotions for the year are passed out (same list as sent out with invitations). Purpose of the meeting—to get dealer reaction to company promotions—is outlined by a home-office representative and dealers are asked to comment.

Complete records are kept of discussions. A transcription is made in detail of everything said. Atlantic men make no effort to dominate the meeting or pressure the discussions. They merely channel comments to keep them on the subject of sales promotion. While the meeting is designed to receive reaction to sales promotion only, whenever a good suggestion or worthy comment is made about some other phase of the company's operation—as often happens—the information is transmitted to the home-office department involved.

Almost every item on the list of

promotions is covered at the meeting. Sequence of items is determined by the dealers' free discussions. They can speak about any promotion on which they care to comment. However, in cases where dealers do not discuss a particular subject, the subject is brought up by Atlantic personnel. In the meeting transcript, it is noted whether a comment was spontaneously made or was made as a result of inquiry.

Dealers are observed carefully during the meeting. They speak freely because salesmen who serve them are not present and they need have no fear of embarrassing anyone. They like the idea of being asked for their opinions by the company. It's flattering. The friendly, relaxed atmosphere of a dinner meeting is conducive to speaking freely—and they do.

What does Atlantic get out of all these discussions? Plenty. It learns in a hurry whether a promotion is clicking. Sometimes a gem of an idea in the home office is a turkey at the dealer's cash register, and Atlantic finds it out fast, and learns why.

Last year a football novelty was offered to the motoring public. To get the yo-yo type toy—offered during football season—a motorist asked for a card at his Atlantic dealer and mailed it in with 25 cents. Atlantic was pleased with the promotion. The toy was novel and timely. It was sure to build traffic at dealers' pumps. It followed the successful offer of a baseball pen and pencil set the year before. But, the football novelty was a flop. Sales Promotion Dept. learned it long before records at the home office could have produced the sad news; dealers told them. All promotional activity surrounding this novelty was immediately cancelled and the offer was dropped from all advertising media. Savings on unsuccessful promotion of this item alone more than paid the \$100-a-meeting cost to talk to dealers.

In 1951 the baseball pen and pencil offer was labeled "terrific" by dealers. But in 1952 they asked it to be discontinued; it stopped working.

A dipstick tag promotion was halted, too, at dealers' suggestion. This promotion seemed like a "natural" when it was planned at the home office. A dipstick—for those of us untutored in mechanical nomenclature—is the metal stick that is pushed into your engine's innards to determine how much oil you have. The promotion planned to have dealers put a tag on each dipstick with the car owner's name on the tag. Thus, when a motorist drove up to any Atlantic station, the attendant could check his

Kirkeby Hotels

New York City **THE GOTHAM**

New York City **HAMPSHIRE HOUSE**

New York City **THE WARWICK**

On Upper Saranac Lake, N. Y. **SARANAC INN**

Philadelphia **THE WARWICK**

Chicago **THE BLACKSTONE**

Beverly Hills, Calif. **BEVERLY WILSHIRE**

Hollywood, Calif. **SUNSET TOWER**

Miami Beach **THE KENILWORTH**

Havana **HOTEL NACIONAL de CUBA**

Panama City, R. P. **EL PANAMA**

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oil, note the motorist and say: "Mr. Jones, your oil is a little low. It can stand a quart of Atlantic Aviation." The motorist, taken aback by hearing his name from a total stranger, was sure to say, "Of course, put it in."

Dipstick tags would have worked, too, except that dealers pointed out early in the game that you can't read names on a grease-covered tag. Atlantic called off the hounds on this promotion and another false start was stopped long before it became costly.

All dealer recommendations are not negative. On the contrary, many are positive, productive and money-savers. Dealers are pleased, after using it two seasons, with the results of the flower-seed promotion. Offering free seeds, dealers noted many new faces driving into their stations, and want Atlantic to consider this promotion again.

One of the best suggestions that evolved from grass-roots meetings concerned road maps. Atlantic had been producing road maps for each state along the Eastern Seaboard. This meant that a dealer had to have many, many maps on hand for the motorist taking a lengthy trip.

"Instead of loading up our stations with all kinds of maps, for which we have few calls, why not give us just a state map with the whole East Coast on the reverse side of it," clamored the dealers. This means handsome savings in supplying maps. Instead of dozens of different maps, each dealer requires one—and the map is more valuable to the motorist.

It's not all money-saving advice dealers give. They suggest money spending, such as creating a tourist service for motorists. However, Atlantic is happy to invest money in any new service that is productive for dealers. And they know when it's productive, because dealers are quick to tell them about it.

Dealers are happy with grass-roots meetings. They take pride in being invited to give advice to the company. They take pride in seeing their ideas being used, or projects that they pointed out as failures being stopped.

The 70 hours of conferences with dealers each year keep Atlantic's sales promotion geared to realities of the market. First year's grass-roots meeting indicated 75% of promotional activities should be changed — additions, subtractions or revisions. Second year's meetings produced only 45% of activities suggested for change by dealers.

All suggestions are carefully studied. Not all are followed. Dealers requested that "Atlantic Retailer," dealer publication, be sent more frequently than four times a year. However, after reviewing the suggestion,

it was determined to keep the publication quarterly—"Make them look forward to it"—but make it more valuable. Dealers will now read more success stories, service tips and industry news. That's what they want most.

It takes a maximum of two weeks to cover each of the six regions with dealer meetings. Sessions are planned to fit into the schedules of sales promotion executives in the home office. While on the road, they integrate meetings with the rest of their activities.

Dealers never fail to show up at a meeting. During the second year of meetings, 10 different dealers from each district are invited. Careful records are kept of the dealers' comments and interplay at meetings. Three of the best dealers at each meeting are put on a special list. These dealers may be called into the home office in Philadelphia to consult with the company when a special promotion is to be launched in the future.

Summaries are made of all meetings during the year as well as separate summaries for each region. Re-

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*U. S. Testing Co. Report, October 30, 1952

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gional summaries are sent to regional and district managers. There are five to eight districts in each region and between 60 and 300 dealers in each district.

Dealers like the small, intimate conferences. They have asked that salesmen stage this kind of conclave with the dealers they serve. Preference for small meetings indicates that large national sessions will be kept to a minimum and used only for special events (introduction of new products).

Whenever a dealer starts to complain about something at the meeting—perhaps his pumps weren't painted as promised—the meeting chairman turns to the district manager and says, "Make a note of that and see what we can do for Mr. Jones right away." This cuts off all discussion of non-promotional subjects and at the same time does not appear to be disregarding a dealer's complaint. His complaint is investigated the next day.

Photographs are taken at each grass-roots meeting and a copy is sent to each dealer. Follow-up note, written in long-hand to each dealer who attended, is reproduced on a greeting-card-size stock. The message, signed by Mr. Cox, reads:

"Just wanted to let you know how much we enjoyed the way you let the questions 'fly' the other night at our sales promotion meeting.

"Your suggestions and comments were certainly worth-while; they have given us much to think about.

"Whenever possible we will incorporate your ideas in our future promotions."

When the dealer takes the note out of the envelope, a paper butterfly—propelled by rubberband—flies out. It is somewhat startling, but dealers get a kick out of the flying surprise which ties in nicely with copy in the note.

Goal

Atlantic has undertaken few projects with as favorable results as its grass-roots meetings. Ultimate goal is to get the dealer's viewpoint so closely tied into promotions that the drop from 75% of promotions to be changed to 45% to be changed will be a trend.

"We never expect to reach the point that dealers like every little thing we do," says Mr. Cox, "but we want to keep right on reducing the number of changes they feel necessary. People do things best that they like to do. Therefore, we get promotions the dealers like—and get them to work hard."

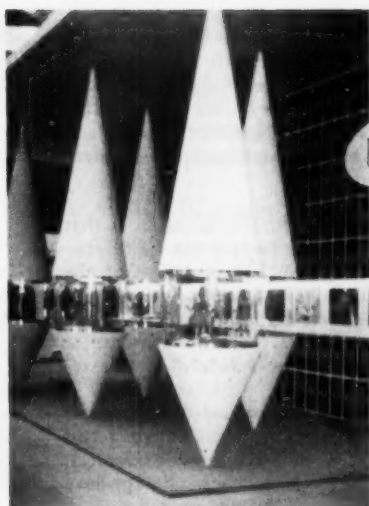


EXHIBIT DESIGN receives more consideration at Lausanne than any European exposition visited. While excellent design and spectacular animation are shown here, most exhibits were mediocre.

An Expert Looks at European Expositions

What can we learn from European display techniques? Are we ahead of the Old World in utilizing three dimensions or do we have a lot to learn? Here is an appraisal of foreign exhibits right out of the notebook of a top show manager.

BY SAUL POLIAK
*Clapp & Poliak, Inc.**

When you have been doing a thing for a couple of thousand years and more, you are likely to have acquired some proficiency at it. And even the brashiest youngster, with the most persuasive of bright new ideas, would probably be able to learn a good deal from you.

Europeans have been holding expositions for many centuries. Oldest of them, such as the great Leipzig fair (now pathetically reduced to the role of a Soviet propaganda device) and the fair at Nizhny Novgorod (silent these many years behind the Iron Curtain) both have had beginnings obscurely rooted in antiquity. For hundreds of years, both paced the commercial growth of central and eastern Europe, and their influence

was felt throughout the entire world.

Their successors — Italians with their lead-taking Milan fair and eastward-oriented Bari fair, Germans with their powerful drive to bring to Hannover the traditional leadership of Leipzig, and every other nation with its one or more international trade fairs — testify to the immense vigor and deep influence of the exposition as a mechanism alike for commercial advancement and for industrial education.

The American visitor is impressed with the obvious impact of every European international trade fair on the nation or region in which it is held. He is at once sharply aware that the event is one of great importance, claiming the attention and interest of the citizenry to an extent surpassing even that of a world's fair

in the United States. One's first quick conclusion is that the international trade fair exerts a far greater influence on European economy than does the industrial exposition on our own economy. However, it is more likely that the difference is chiefly one of appearance, with historical divergencies causing the marked differences in attitude. The impact, traditional and continuing, of the industrial exposition on American industry is far greater than is generally recognized.

It is the purpose of this article to look at certain aspects of the European exposition, on the assumption that such an inquiry might reveal techniques and viewpoint that could be applied advantageously by American companies to their own exhibits. The "look" is a definitely limited one, based on short but intensive visits last Fall to the international trade fairs at Vienna, Ghent, Lausanne, and Marseilles, French Packaging Exposition in Paris and the machine tool shows in Hannover and London.

It is in the field of display techniques that one might expect the European exposition to offer some suggestions to us. That is the area we shall inquire into here in some detail with specific reference to the seven expositions mentioned. It should be particularly interesting to companies that have been aggressively concerned with improving this phase

*New York City

of the industrial exposition, the more so because some of the most eloquent exponents of drastic changes in exhibit practices have emphasized the European example as one that we might do well to emulate in certain aspects.

The subject will be examined here in four related (and to some extent necessarily overlapping) parts: display techniques, "cubage," heights and use of exhibit space. They will be set forth, for the sake of freshness of impression, substantially in the words in which they appear in the traveler's notebook.

Display Techniques

Vienna: Booth backgrounds are for the most part undistinguished. Frequently there is a curiously contradictory joining of excellent artwork with, for example, cut-out letters that have been crudely made and as crudely applied.

Most popular exhibit technique is mass display. Repeatedly one sees booths filled with geometric assemblages of every size and style of a given product. Pyramid appears to rate highest.

Cut-out letters of wood and cardboard are widely used. In most cases, application of the letters seems decidedly unprofessional.

Framed pictures and wall murals—both with a great variety of subjects—are highly popular.

A combination counter-and-display cabinet along the aisle line appears to be practically standard for all booths.

Prefabricated displays as we know them back home are rare. Even the more elaborate exhibits seem to rely largely on existing partitions and backgrounds (installed permanently in the building as part of the fair's property), to which they apply photos, shelves, murals, actual equipment and parts.

There is something here that evokes a parallel with the ballet in the recent performance of "Fledermaus": formal, rigid, patterned, traditional.

Hannover: Apparently company names and trade marks are forbidden anywhere (except as they appear on the equipment itself as sold), save on the official booth signs, which are mounted on pipe standards about eight feet high. This sign, approximately 18 by 24 feet, black lettering on a yellow ground, constitutes sole company identification of any booth.

All machines, all stanchions and all pipe standards are painted a standard grey.

Clearly, there is a deliberate attempt to extinguish individual display.

Ghent: For the most part, design of individual exhibits is unimpressive, even where apparently a fair amount of money has been spent. Technique is decidedly old-fashioned in most cases, by our standards, although here and there appears evidence of modern technique.

Lausanne: First impression is that design factors receive far more consideration than in any other of the expositions. This continues to be true, as one wanders along, but many booths—in fact the majority—are of a relatively low standard in this respect.

Insofar as standard booth equipment is concerned, treatment seems erratic. Some have no side dividers, most have high ones. Some have headers, many do not.

There are apparently some "token"

There is a tendency here, observable in other European expositions, to rely on sheer mass for display effects. Huge piles of refrigerators can be seen alongside and on top of each other. Stoves are piled geometrically, in such a manner that it is impossible for a visitor to inspect more than a few of them. Generally, one gets the impression that display techniques are sterile, with many scores of exhibitors using the same, unvarying idea of mass display and huge, towering signs, most of them revolving.

Paris: With perhaps a half dozen exceptions, the quality of booth design is not up to American standards. There is virtually no real ingenuity evident in display technique, very little that's outstanding.

In most cases where machines are



DISPLAY IS DISCOURAGED at the Machine Tool Shows in London, left, and Hannover, right. Black wooden rails and white posts divide exhibits in London with company name signs on the white corner posts. In Hannover, the display of the company name, except on the small official sign, seems to be forbidden. Dividers between exhibit are stanchions and chains.

exhibits—"just to support the fair." For example, several Swiss watch makers have small, exquisitely designed display cases recessed into a beautifully fashioned wall.

Nowhere (except possibly for the watchmakers' cabinets) is there any truly outstanding ingenuity in the use of the exhibit medium, no brilliance of technique. But there is a good deal of substantial competence.

Marseilles: Motion is confined almost exclusively to moving signs. There is virtually no attempt to integrate motion with the product itself or with product application.

A rather marked absence of any good design.

operating, they are merely going through the motions and not actually filling packages or sealing them, as is more frequently done in the United States.

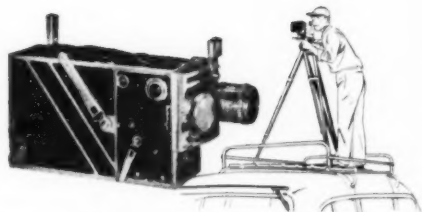
London: Apparent here is the same sort of thinking reflected in the machine tool show in Hannover, of discouraging display techniques, of confining the exhibit to the machines themselves. But Hannover was much more drastic in this respect than here in London.

Considerable use of flowers, in most cases placed on the floor or on simple display stands. A few are set on top of panels used to sheath building columns.

tips

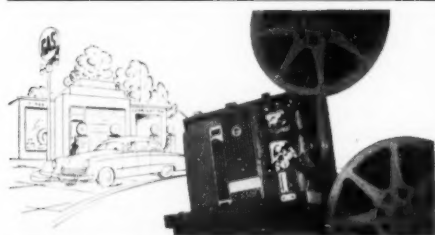
on Better Selling, Training, Demonstration through photography

Audio-Visual methods pay off in many ways . . . a few examples from the files of Kodak Audio-Visual Dealers



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"Two and a half years ago we purchased a Cine-Kodak Special II Camera. Believe me when I say it has certainly paid off. We do all our field work with it—taking movies of our farm equipment in use. We produced two feature-length company films and many product shorts for our sales organizations. Being a professional piece of equipment and yet portable makes the Special II outstanding."—From a prominent manufacturer of farm machinery.*



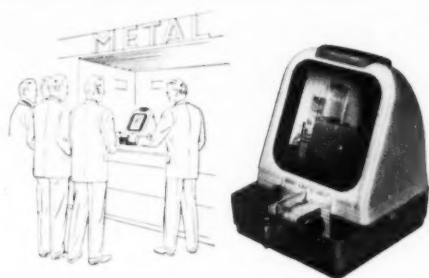
Movies important in gas-station dealer training

In its dealer training, this large oil-and-gasoline refiner relies heavily upon sound movies to explain company policies as well as the merchandising of its products and services. Ten- to fifteen-minute films carry messages from top executives. "Sound films in color give our dealers help on selling. In the Rochester District, we project with Kodascope Pageant Sound Projectors—quiet in operation and the finest we have ever used"—says the District Manager of a large refiner.*



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Recently 17 Kodaslide Master Model Projectors were purchased by one of the world's leading soap manufacturers for previewing new promotional pieces. Previously, branch managers were called to the home office and shown actual pieces which were afterwards made up in quantity. Then they were shipped out for branch managers to use in their territories. Material soon became "dog-eared." Now colored photos of each piece are made into slides, sent out in sets for branch managers to project on Kodaslide Projectors. Thousands of dollars are saved in travel, printing, and shipping expenses—reports this manufacturer.*



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*Name on request

These are but a few examples of the ways in which Kodak Audio-Visual materials are helping business and industry to make and sell better products. For the name of your nearest Kodak Audio-Visual Dealer—one of a coast-to-coast chain of sales-service representatives—use the coupon below.

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Cubage

Vienna: It is evident that there are regulations governing the use of exhibit space, but it is difficult to determine the pattern, so numerous are the inconsistencies and contradictions. For the most part, it would seem that the exhibitor is permitted to use his space as he wishes, and although there seem to be some restraints with respect to height of display material, there seems to be relatively little restriction with respect to positions within each booth

where height must vary. If this is the "cubage" that some of the lads back home talk about, it is certainly to be avoided.

Dr. Riha of the fair management, tells me that the fair in recent years has been trying to eliminate dividers and to encourage more open display. This, he explains, is the general trend throughout international fairs in Europe, and he likens it to practices prevailing in the United States for many years. There is considerable

resistance, however, because the tradition is that exhibitors occupy their own little stalls, solidly divided from their neighbors, and in certain sections of the fair, such as in the glove portion, exhibitors are actually divided into individual, private rooms, reflecting ancient suspicions of competitors.

Apparently we have the paradoxical situation of Americans urging that we take the lead from the Europeans and the Europeans trying to take the cue from us, in this matter of "cubage."

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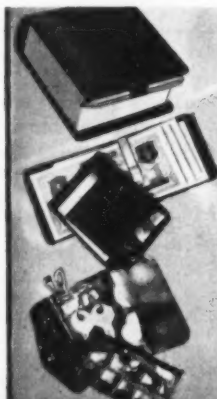
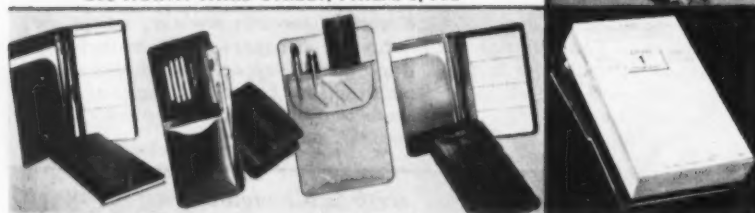
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Lausanne: Arrangement in the furniture section was mostly standard. Booths about 12 by 12 feet, cloth ceiling, cloth side dividers about 11 feet high. Header along entire aisle about 20 inches high, top of which stood at about 11 feet, with name of company on header. It was impossible to look diagonally down an aisle to determine what was ahead, and it took a good deal of craning of one's neck to make out the name of the exhibitor in front of whose booth one was standing.

One wonders if the tendency to divide space into closed booths doesn't represent ancient suspicion. This is probably a more observable tendency in Europe than in United States. It reminds me of that famous quotation of the English visitor to the United States just before the turn of the century, who commented with wonderment how American companies exchanged technical information with each other, in sharp distinction to the European custom in keeping these matters secret.

One thing is certain in one's observations here, and that is that there are numerous places where the permitted use of an exhibit area in the cube results in completely blocking out booths beyond and must work to their hardship. This is recognized by the American advocates of cubage but certainly they have come up with no solution to it so far.

Marseilles: There is clear evidence here that an attempt is being made to get away from the room type of exhibit. There are virtually no high side dividers to be seen anywhere, as distinguished from the situation that occurs in other European fairs. In most cases, the division between booths is affected by chains and stanchions.

Paris: Some exhibitors mount their own panels in front of the standard booth equipment. Others tack signs, photos, cut-out letters, and actual

packages and other products onto the background. Some have their own big cut out or solid signs which they mount on top of the standard background, regardless of what it does to adjoining or backing up exhibitors. However, there are many booths which seem to conform to a single height, where a certain amount of uniformity is achieved. Between each line of back-to-back booths there are a series of island spaces and it is in these that the best designed booths are located. In these, moreover, there is apparently no attempt to arrive at uniformity with respect to height, etc. These clearly are regarded as the choice locations. Interestingly enough, however, even though there is no apparent regulation with respect to height, there does not seem, for the most part, to be any undue effort to go excessively high.

Heights

Vienna: While there are numerous deviations, the general impression is that the effective and the most frequently observed height is in the neighborhood of eight feet. Moreover, it is interesting to note that the finest display jobs in most cases put nothing but the company name above that height. Particularly interesting is the fact that where eight foot-high side dividers are used, anything higher than perhaps six feet or so is valueless. This may be something with which to reckon by advocates of cubage.

Fair management says that there is a rules committee that passes on numerous matters, including that of height. It is rather evident that the rules are observed almost as often in the breach as in the compliance, thus emphasizing the truth that if you permit exceptions to such rules, you invalidate the entire rule.

Hannover: Rules here with respect to height are most rigid. There are no booth backgrounds, and even the side dividers are merely stanchions and chains about 30 inches high, identical with those used to define aisle lines.

Here and there appears what might be an exception to the rules, either granted by the management or somehow overlooked, but in virtually every case one that might have been difficult to define. One was an all-glass show case which filled the entire depth of one booth from aisle to aisle. It contained three shelves of instruments in each, with the highest shelf placed in a position of about four feet. The showcase itself was approximately six feet high.

Ghent: Here there is apparently no restriction with respect to height nor any use of the space. There are all kinds of heights evident in display material, in dividers, in illumination, etc. The result is a most confused impression.

Erratic heights of the exhibits do much to contribute to the feeling of a carnival spirit and contribute also to a lack of importance about the fair itself.

Lausanne: There are no apparent height limitations here. Side dividers, from back of the booths to the front, vary from hall to hall, anywhere from six to nine feet for standard dividers—(if the word "standard" isn't paradoxical in this sense). Some booths have no side dividers at all, though most have. Some have headers over the front, but others do not.

A representative of the fair management states that there are definite



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rules with respect to height and that there is a committee for enforcement of the rules. When great height of Nestlé exhibit in the center hall is pointed out, the reply is that height regulations are abandoned where "it adds to the advancement of the fair."

Marseilles: There is evidence here of definite existence of rules confining high display material to certain areas within each booth although no particular system makes itself apparent. In many cases, a shaft or square of display material is confined to the center of the booth, occupying a maximum of perhaps one-fifth of the entire booth area. But where height is permitted in certain areas, there seems to be no attempt made for anything approaching uniformity, resulting in diverse and erratic heights for towers, signs, etc.

Paris: The only thing that achieves any uniformity here, insofar as height is concerned, is the standard booth sign. These signs appear over every booth except a few in which they have been removed apparently only because the displays towered up into the area occupied by the sign. These signs absolutely dominated the entire show.

London: In center floor spaces there are no display cabinets, no display stands or any equivalent. There are no booth backgrounds. Booths are defined by black wooden rails about 30 inches from the floor, joined to white wooden columns about 36 inches high, except at booth corners where white columns rise to about eight feet and to which are fastened, at each corner, standard booth signs.

In most cases, there are no segregated offices—merely a desk or two and perhaps a few chairs. Where actual semblances of offices are built, they consist of low dividers or panels, generally three feet or so high, sometimes merely a set of counters with chairs set within them. Obviously, there are very severe restrictions with reference to office areas.

Exhibits on balcony levels offer sharp contrast to those on the main floor levels. Some of the booths in this area are completely enclosed spaces, some are enclosed but with show windows and some even have the entire front open, but with high sides and a ceiling. Almost all are about 15 feet deep, with a solid divider between them and a continuous header across the top about 18 inches wide and about 12 feet from the floor, bearing company name, city and stand number. These seemed to be permanent installations in the building, rather than special booths fabricated

by the individual exhibitor occupying them.

Use of Exhibit Space

Vienna: Booths are much too crowded, particularly in the case of the machinery booths. In some of these, and they are substantial in size, machines are so close together that it is impossible to get in between them. Certainly it would be impossible to operate these machines and there is no evidence that there would be any way in which they could be adequately demonstrated or even adequately viewed by prospective purchasers.

Ghent: Far too many of the booths are very badly crowded with exhibit material and company products—so much so that it would be

impossible for a visitor to get a good look at a substantial part of it.

Lausanne: for the most part, booths seem to be not so badly crowded with exhibit material as in the case of Vienna and Ghent, but many of them have far too much exhibit material. Not that this sort of thing is confined to European exhibits.

London: Here again there is that widespread European tendency to overcrowd booths with exhibit material. Again, as in other cities, there are numerous instances and examples of many machines jammed next to each other, so close as to make inspection of them by visitors a considerable trial.



HE FINISHED his speech on the sidewalk.

His Talk Goes on Without Him

Quick change artists of vaudeville have nothing on the Signal Corps' Sgt. John A. Auld. He began his speech before the 72nd semi-annual convention of the Society of Motion Picture & Television Engineers in Hotel Statler, Washington, D. C., left the hotel while his speech continued on a tape recording, and completed his talk on television via a mobile unit parked in front of the hotel.

Sgt. Auld's talk, entitled "Facilities and Employment of the Signal Corps Mobile Television System," described and demonstrated the new equipment that has a self-contained and self-powered lighting system, television facilities for three field cameras or an iconoscope film chain. Associated sound can originate from microphones, tape, discs or film in the new mobile unit.

The television system's own cameras picked up Sgt. Auld as he described each component and the signal was cabled to the Presidential Room where the convention was in session. TV receivers were placed around the room in advance of the session.

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


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SEATED ON A BOARD of eight penny nails, this young lady—an exotic Fatima—reminds salesmen to "be sharp as a tack, point up your volume this year."



PANCO PATTY, played by secretary Ruth Cogburn, sings to the doubtful salesman about the stars in the Panther line.

Panther Sells Salesmen with Song

The little bit of *ham* that lurks in all of us can be called upon to stoke the coals of meeting enthusiasm. Panther Oil & Grease Mfg. Co. took the duller part of its meeting and turned it in to a lively musical production for just \$600.

BY JOE JAMES

**Asst. Vice-President and Advertising Manager
Panther Oil & Grease Mfg. Co.**

Sing a song of salesmanship. At your next sales meeting, glamorize those company policies, new products, benefits and selling methods with grease paint, showmanship and rhythm.

"Setting a sales meeting to music" is fairly easy—and it puts over policies and objectives in a dramatic, entertaining and long-remembered style. At a cost, one might add, that can be less than the price of one evening meal for your sales group.

You need no staff of talented Hollywood writers. Chances are there's plenty of hidden writing talent on your employe roster—folks who know your products, methods and points you want to put over to your salesmen. Chances are good, too, that

you have plenty of people who can carry a tune without a bucket. No Mario Lanzas nor Doris Days, perhaps, but folks who thoroughly enjoy singing. All they need is the opportunity. In fact, they enjoy singing and "hamming" so much they'll readily donate an evening a week of their own time for rehearsals, cooperate in every way and even prepare their own costumes to help put over your show!

As you can imagine, salesmen get a real wallop out of a show put on just for them—a show that glamorizes the product they sell and the way they sell it. And, equally important, you can gently inject some mighty important pointers and even strong criticism into the evening of

fun you create for salesmen and their wives. Yes, a stage show is comparatively easy to produce, makes a highly entertaining climax to a sales meeting and leaves a pleasant taste as your men head for the territory.

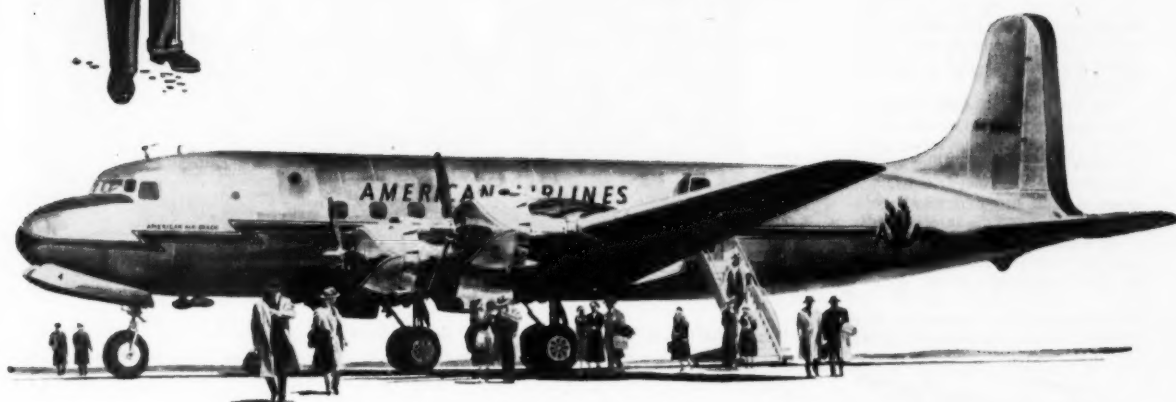
Panther Oil & Grease Mfg. Co., a direct-selling organization which specializes in Battleship waterproofing products and Panco heavy duty lubricants, used the "sing it and sell 'em" formula with excellent results at its February sales meeting. The four-day meeting was publicized as the "Confidence Carnival" and was appropriately capped off with a Mardi Gras dinner, "Five Star Revue" stage show and costume ball the last night. Previously, the last night of the annual meeting had been devoted to a lengthy awards dinner followed by a dance. Invariably, award presentations ran longer than schedule while non-winning salesmen and their wives fretted nervously for the dance to start. This year awards were scheduled earlier, leaving the last night open for fun and frolic—and musical salesmanship.

Salesmen, expecting the usual final evening with the long-lasting awards dinner, were delighted with the innovation—and especially with the show.

Enthusiastic comments from the 96 men and 65 wives who attended the Confidence Carnival convinced Panther management that a properly



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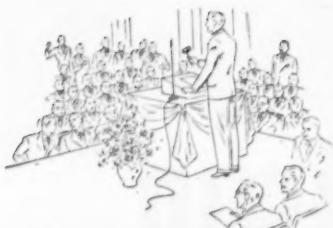
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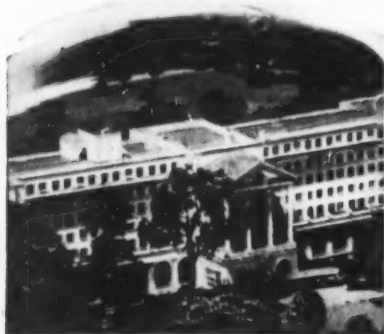
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TAKING HER TURN in the spotlight, the "little drum of Moly lubricant" sings her praises while other Panther products await their turn to perform before fellow employees.



SOUTH OF THE BORDER chorus stressed Panther export market with Rancho Grande parody when they were asked by the doubtful salesman how sales were in a foreign land.

slanted show can really put punch and sparkle into a sales meeting. "It was the best meeting we've ever had," declared A. M. Pate, Jr., executive vice-president, who sent a note of thanks to each of the 50 employees who put on the show.

There's nothing complicated about getting up a sales show using home office hidden talent. So let's assume you'd like to highlight a future sales meeting with an employee-written and presented stage show. Briefly, here are the basic steps you might follow:

1. Outline objectives: List points you want to put over in your show—products, methods or benefits you'd like to dramatize for your salesmen.

2. Conference: Invite employees with potential writing talent or ideas to a script conference. Hand them outline; invite contributions.

3. Appoint committee: From contributions, appoint script committee of folks who show best knack for song parodies or sketches. Assign them in the project of assembling contributions into a continuous show.

4. Clear script: When script is written, clear it with top management.

5. Poll talent: Circulate a "Let's Put on a Show" check list to all employees. Let them check experience or talents they may have.

6. Professional musician: Engage experienced musician to serve as musical director. Let him smooth out lyrics so they sing and play easily. Plan also for him to play at rehearsals and work with chorus.

7. Reproduce script: Refer to songs in script and reproduce words of all songs in one folder for rehearsal ease. Give script to each

person who returned "Let's Put on a Show" check list. Invite them to study part they'd like to try out for at scheduled casting try-outs.

8. Appoint players: Hold try-outs; then cast show. Appoint director to keep order at rehearsals; appoint stage manager and schedule first rehearsal. Insist that cast learn songs and lines by rehearsal time.

9. First rehearsal: Musical director concentrates on keying songs to fit soloists and chorus.

10. Additional rehearsals: Schedule about five rehearsals over a month-long period. Schedule dress rehearsal near as possible to night of show.

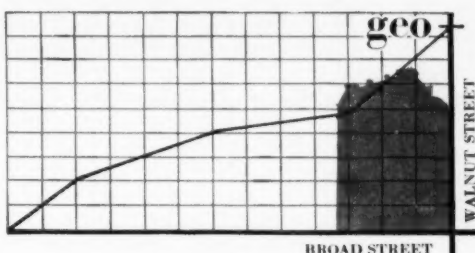
Now let's hit the high spots in this 10-point outline, touching briefly on how each point was developed in preparing and staging Panther's successful Five Star Revue.

1. Points to put over: We wanted to show new men that (a) Any man who follows Panther's instructions, and works, can make \$10,000 and more a year; (b) Panther products are designed to fit specific customer needs; (c) Panther products can be sold with equal success the world over—in the U. S., Canada, South America and elsewhere; (d) Panther selling methods and aids are stand-outs in the direct selling field; (e) Most important, 1953 can be a truly prosperous year for the new man who follows Panther's tried and proven selling plan.

2. Script conference: People invited from each sales division, factory, and credit department. Each was handed an outline listing "points to put over." Suggested plot developed in this conference: since we want to feature opportunity for new men, let's spotlight man as leading character who is doubtful about Panther's claims. Then let's present our products, selling methods, potential earnings and so on in skit form, for him. Let's take him on a musical tour of Panther land and show him why our proposition is tops.

Each person who attended the conference was urged to develop one of the points we wanted to stress. They were urged to do it by writing a song parody based on a well-known song or by a skit. Sheets of popular songs, available at most drug stores, without music, were suggested as guides for writing parodies.

3. Whipping script into shape: With a couple of exceptions, none of the contributions were dazzling. But the stuff was there. Someone wrote a parody, "Is It True What They Say About Panther?" Another sug-



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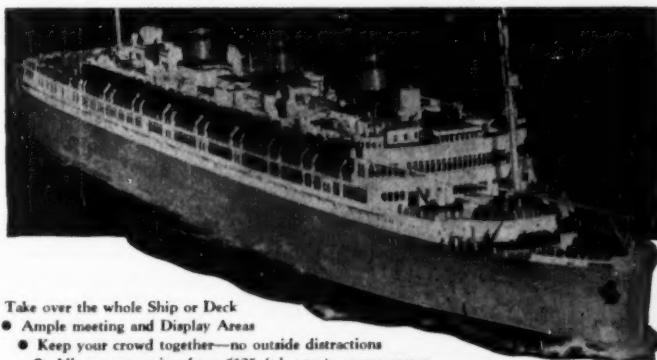
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gested introducing products by having girls wearing labelled containers. Each girl could introduce a product by singing verses to tune of "Shine Little Glow-Worm." There was also a parody on export sales to the tune of "Rancho Grande." Also one on "Jambalaya" that could be used to point up sales potential in Southern states. All songs selected were easy to sing. And, Bill Moore, a comparatively new man in waterproofing sales, turned in a clever pantomime skit "The Wrong Way To Sell" in-

spired by a recent picture story in SALES MANAGEMENT, June 15, 1952. Moore also revealed an unusual knack for song parodies.

4. Script committee: With a one-hour show as its goal, the committee knitted the sketches into a simple but logical continuity. First, chorus would march on stage and sing six or seven song parodies of general nature stressing money-making opportunities for new men, need for good men and similar points. Then doubtful new man, called "Dan Doubtful," would come

up to stage from audience with questions asked in rhyme. He would lead off by singing "Is It True What They Say About Panther." His questions would be answered by song and skits, climaxed by a short talk by A. B. Canning, president of Panther. Script was air-mailed to Mr. Canning, in Canada for a sales meeting, and came back promptly, enthusiastically approved.

5. Poll employees: A "Let's Put on A Show" form was circulated. It pointed out that we expected to find no Ezio Pinzas or Mary Martins—but that we did want folks who enjoyed singing or who had, experience in church, high school, club, quartet or chorus singing. There was also a square to check if the employee had M. C. experience or knew something about make-up, costumes, lighting or sound.

Results were gratifying—and encouraging to anyone who contemplated producing a show from unknown employee talent. Fifty employees, from a total of 200, were interested in appearing in the show. That kind of enthusiasm was all we needed.

6. Musical director: Finished script was handed to Ed Lally, musician and program director for Radio Station WBAP. Mr. Lally agreed, for a reasonable fee, to smooth out lyrics so they would sing easily, to work with the chorus and soloists at rehearsals and to provide a six-piece band for the actual show. Since a dance was scheduled immediately after the show, we made a considerable saving by merely adding three musicians to the six-piece combo for the dance.

With the script committee helping, Mr. Lally worked over lyrics at the piano. Some words didn't fit the melody. For instance, in the "Jambalaya" parody, "Buy Cadillac car, new guitar, me oh my oh" was changed to "Cadillac car, new guitar, me a buy oh!" This sort of revision is simple for an experienced band leader or musician. Entire revision took Mr. Lally less than an hour in his spare time. "Now," he suggested, "you can have these lyrics printed for the cast to learn." In too many amateur shows, he pointed out, the cast learns songs only to have them changed because they do not sing easily.

7. Distribute scripts: With lyrics singable, scripts were printed. A copy went to each employee who had shown interest in being in the show. Each was invited to study a part he'd like to try out for at the scheduled try-out.



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8. Try-outs: At a casting session, employees tried out for parts. This included singers, announcers and folks interested in acting roles. The show was cast according to ability—not position in the company. Bill Moore was appointed stage manager, since he had previous experience staging minstrels. A rehearsal schedule was announced and everyone instructed to know lines and lyrics by the second rehearsal.

At these try-outs, another extremely important point was clearly stressed. Rehearsals would be entirely voluntary on the individual's own time. The project would be entirely voluntary for mutual fun and fellowship. But anyone who accepted a role must be willing to take direction, must attend all rehearsals, and must know his lines by second rehearsal. If he missed a rehearsal, some one else would be given his part. This understanding saved much possible delay. No one passed up a role—all were anxious and eager to put on the show.

9. First rehearsal: Musical director Ed Lally concentrated on keying parodies to best suit soloists, duets, and chorus. People without singing roles were rehearsed separately to properly slant their lines. Dead microphones were used from the start to get folks familiar with them.

10. Schedule rehearsals: Rehearsals were scheduled for each Monday night with a "double-up" the last week on Friday night. Stage manager and costume chairman outlined costumes needed by each singer or actor. They were asked to have these by dress rehearsal night. The company agreed to pay for materials where special costumes were needed and, in some instances, paid a seamstress charge. Costumes did not run over 50 dollars.

That's how simply the outline developed. Of course we added embellishments at little cost. Everything helped. For instance, Panther rented a piano for the conference room and, each day at noon, the chorus voluntarily brought its lunch and rehearsed songs. (This was so much fun that the piano is now a permanent fixture.) Soon it was not at all unusual to hear a typist crooning, "Good bye Joe, me gotta go, me oh my oh," as she rapidly typed a letter.

Site of our show was to be the Crystal Ballroom in the Texas Hotel. There was no stage. This, it turned out, was no major problem. Any hotel has raised platforms or "flats" for head table arrangements. Several of these, pushed together, gave us

all the stage area we needed. Research Director Ralph Uhrmacher laid aside his test tubes and designed some simple wings that could be bolted easily together. Curtains to drape these skeleton "wings" were rented. A spotlight with color filters was rented. The hotel provided excellent sound equipment at no charge. Total cost for the show was under \$600—including arranger's fee, band, costumes, set and props.

Our four-day sales meeting moved smoothly along; all business and pre-

sentations were made before final night. Then salesmen and their wives, wearing costumes they brought to the meeting, entered the gaily decorated Crystal Ballroom. Programs were at each place. Following dinner, the lights dimmed, the band hit "Here's To Panther Salesman" (Buckle Down Winsoki) and the cast marched through the audience and onto the stage.

The show went off without a hitch. Our amateurs, singing with a band for the first time, responded

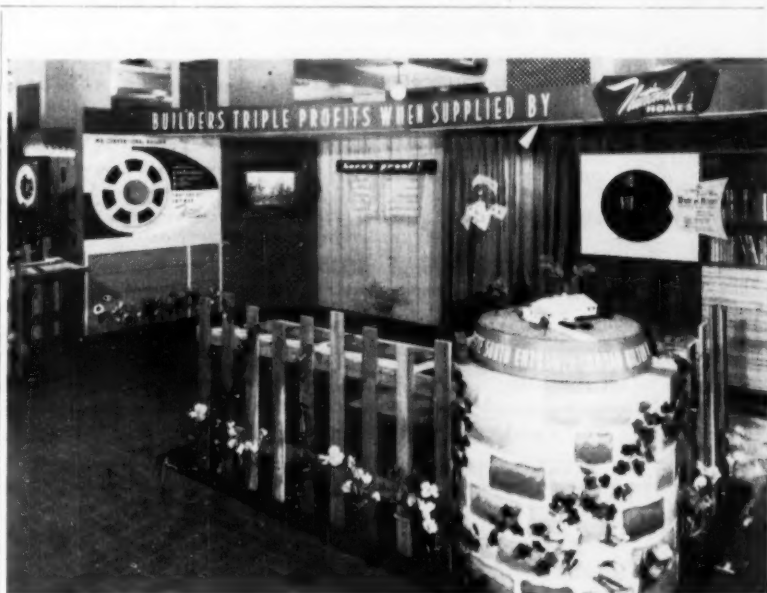


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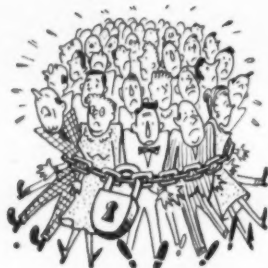
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to the applause like troopers. They sold our "doubtful" character with enthusiasm and sparkle. On his cue, Mr. Canning stepped on-stage and delivered a short and powerful talk on 1953 prospects and what a new man must do to make the kind of income he wanted. He slanted his talk at "doubtful" but it also hit the audience dead center. In three minutes, he stressed the power of confidence, of believing you can reach a goal.

For a finale, the chorus repeated the top songs of the show and then climaxed it with a parody on "Thanks for the Memory."

As a fitting close, each line of the chorus filed down into the audience, still singing, to shake hands with salesmen and their wives.

The audience loved it. And, following the meeting, sent in spontaneous comments that clearly proved to management that Panther salesmen like to be "sold with songs." It proved beyond a doubt that there's a little bit of ham in everybody. They proved, too, that there's ample hidden talent in any home office force to put on a rousing show.

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Instead of grabbing a brass ring from the merry-go-round, visitors at the National Photographic Show, New York, had their pictures taken with a giant camera, made by Polaroid Corp.

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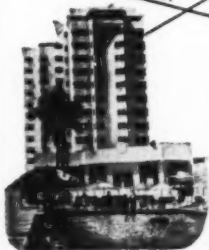
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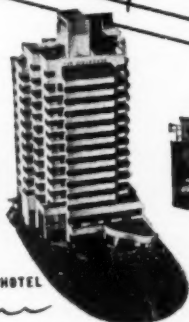
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Show Research Costs Exhibitors Little

Through joint action, exhibitors at a national convention of architects sponsored the most comprehensive survey ever made of a trade show—at an individual cost of \$35. It told them what they wanted to know about the new show.

BY JOHN T. FOSDICK • Research Editor

This report of an exhibit research project is particularly notable because it contains a number of "firsts." Most comprehensive study ever made of a trade show, the research project features these innovations:

1. First time a group of exhibitors banded together to jointly underwrite an audit and survey of a new show.

2. First combination of audit of registered attendance and personal interview, audience-reaction study.

3. First combination of personal interviews with show visitors and a written questionnaire distributed at the show.

4. First combination of personal interview of exhibitor personnel and post-show mail follow-up on exhibitor reaction to and results of the show.

The Producers' Council, Inc., an association of building product manufacturers, was faced with the problem of answering inquiries from its membership with regard to the value of a new show being held in conjunction with meetings of American Institute of Architects. Formerly, many regional and sectional architects' meetings included small shows. In 1951, the national meeting offered exhibit facilities for the first time.

The 1952 national meeting in New York (subject of the research study) was important because it indicated a new AIA policy to make the show a regular feature of the business meeting and convention. Exhibitors were posing these questions to The Producers' Council: "How valuable is the show?" "How does it compare in value with regional shows formerly held?" One immediate question was whether the show would make regional meetings less valuable or unnecessary.

When The Producers' Council was invited to help plan the new national AIA exhibit, further questions of

policy immediately came to the fore: How many days should the show run? What about a limitation on size and type of exhibit? How should space be allocated? What should be done about over-demand for space?

The Producers' Council Exhibit Committee, headed by Robert M. Lear, advertising manager, American Radiator and Standard Sanitary Corp., tackled the problems head-on. It came up with the plan for a jointly financed study whereby exhibitors were offered the opportunity to subscribe to the study and confidential report for approximately \$35 each.

Within a week of its announcement, half the exhibiting companies subscribed to the study and a committee was appointed to work out details of specific subjects. John T. Fosdick Associates was retained to make the research study.

Five-Fold Objective

The committee set the following five-fold objective for the research project:

1. Analyze registration to determine title or position of each registrant, with an independent audit of these figures.

2. Secure an hourly traffic count as a basis for decisions on hours the show is to be open and how many booth attendants are required to adequately handle visitor volume.

3. Study audience opinion on the value of the show to the architect-visitor, preference as to programming and hours, and possible improvements to be made at future AIA shows.

4. Take written "ballot" of architect visitors to name most informative and best-manned exhibits.

5. Survey exhibitors during and after show to determine results of

participation and to secure recommendations for possible improvements in layout or show organization.

In addition to the national office of AIA, members of the New York chapter show committee, cooperated fully with The Producers' Council survey and participated in committee meetings. It was cooperation from many quarters that made possible the extensive study.

Everyone attending AIA convention was registered, with all names typed on lists and posted at the meeting's entrance. The final list was turned over to the auditing-research firm for checking, and totals and class of attendance were tabulated as a verification of figures published by AIA.

To obtain visitor reaction to exhibits, 222 architects and other show visitors were interviewed during the four-day show. This represented approximately one out of every seven persons attending. Some general conclusions from these interviews are:

1. New AIA policy of exhibits at national conventions is approved by 98%.

2. Actual models or mock-ups of exhibitors' equipment or materials, rather than pictures or drawings, are wanted by 68%.

3. A large majority approve hours and duration of show, and nearly 90% prefer that the show remain open continuously, rather than only during free periods when there is no scheduled program of meetings.

Additional information of a more confidential nature to exhibitors and show management covered preferences with regard to distribution of product literature, buying interests and actions to be taken as a result of items seen at the show, number and length of visits to exhibit area, items looked for and not found and suggested improvements in general layout or management of exhibits.

Since attendance within the limited exhibit area (this was a hotel show with less than 60 exhibitors) was never more than 200 at one time, hourly traffic count was quickly and inexpensively made by counters walking rapidly through the exhibit area. Actual count revealed variations in visitor numbers of as much as 128 within an hour. Results gave smaller exhibitors valuable information on how to best arrange booth attendance schedules of their limited force, for it

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was found that hour-by-hour attendance variations were the same for each exhibit day.

The written "ballot" on the best-manned and most informative exhibits was planned to allow the visitor to have more time to consider his answers. Ballots were handed out at a luncheon the third day of the show, and provision was made for collecting them several hours later. Many architects were seen to return to the exhibit area for further study before completing their ballots. A drawing was made with the completed ballot, and a prize of a new and expensive architectural book was offered to increase participation. About one-third of the persons who attended the luncheon and received ballots filled them out and turned them in. Very definite patterns were noted in answers — only 11% of exhibitors were named by more than 10 architects. First four exhibitors named for the quality and informativeness of their exhibits were also the top four named for having the best informed and most helpful personnel. This shows the high correlation between quality of personnel and exhibit effectiveness. When dealing with a technical or specialized audience, it is most important that you man booths with competent personnel—able to talk the language of the particular audience.

Seek Criticisms

A sample of about one-half of the exhibitors was interviewed during the show to secure reactions to quality of show along with criticisms and suggestions for improving general organization of the event. As a check on these answers, many of which might be influenced by a pending problem, the remaining exhibitors were surveyed by mail four weeks after the show. Combination of these two procedures supplied the proper perspective to evaluate criticisms, so as not to overemphasize complaints that took care of themselves before the show was over. At the same time, it assured that major points would not be passed over lightly as a temporary "letting off of steam" during personal interviews.

Value of this portion of the study is emphasized by the extent of the recommendations for future shows—recommendations that are all the more important because each annual exhibit is put on by a local committee without benefit of experience with preceding shows. The survey report, which must be confidential, serves as a basis for setting up rules and pro-

cedures for such temporary committees, and assures exhibiting companies of a standardization to help protect against faulty organization and fluctuating exhibit value year to year.

Differences in opinion between show audiences and exhibitors are pinpointed so that both sides are made known when decisions must be made. Conflicts in preferences for hours and show duration, for type of exhibit, and similar questions, can be decided free from influence of a minority.

The study technique as well as the results are interesting because it represents the first time that all of the various elements of a trade show or exposition had been brought under careful and scientific scrutiny simultaneously. Combination of personal interviews and written questionnaires for both show visitors and exhibitors is unique, and results show limitations and advantages of each.

The ballot operation could be changed and made into an effective medium to increase attention to individual exhibits. As it was used, the ballot was productive of information and stimulated attendance in the exhibit area on day it was distributed.

One major point is highlighted by the study. It proves that any group of exhibitors can determine show effectiveness through a cooperative study. Where a show is sponsored by an association, and particularly where the principal management of the show passes to a new committee each year, a study of this type is almost imperative as a basis for standard rules of exposition procedure.

With the cost as low as it is (\$25 to \$50 each for from 30 to 40 exhibitors) there is no longer any reason for exhibitors to follow blindly into shows and not know what values exist in them. Costs of studies are, of course, relative to the number of participating exhibitors, the size of the show, its duration and the completeness of the study.

Each participating member of Producers' Council study received two reports, totaling more than 40 pages. Charles M. Mortensen, managing director, Producers' Council, says this about the research project.

"The survey proved conclusively that the national convention of American Institute of Architects offers a splendid opportunity for manufacturers to exhibit new building products. The survey was an intelligent way of finding out what kind of exhibits architects like, and it should lead to marked improvement in both quality of displays and in the physical and mechanical operations of the exhibit."

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Visualizing Questions

What solution do you have to this problem: In the past at small meetings we used to write questions—in a question and answer period — on a blackboard. Now that our meetings are much larger and visibility of writing on a blackboard is not good behind the first couple of rows, what other method is there of keeping the questions before the audience? We have found that much time is saved—keeps discussions from going off in tangents — when the question is in writing before the audience.

A simple method of ensuring that an audience remembers the original question in a question and answer period is the Vu-Graph.

American Management Assn. rents this equipment for its panel discussions and uses it in this manner: A chairman and an assistant sit at one table with four panel members seated at another table. The two are separated by a projection screen. After panel members have given 10- or 15-minute presentations on a particular phase of the subject being covered by the session, question girls circulate through the audience to pick up any relevant questions relating to the subject matter presented earlier.

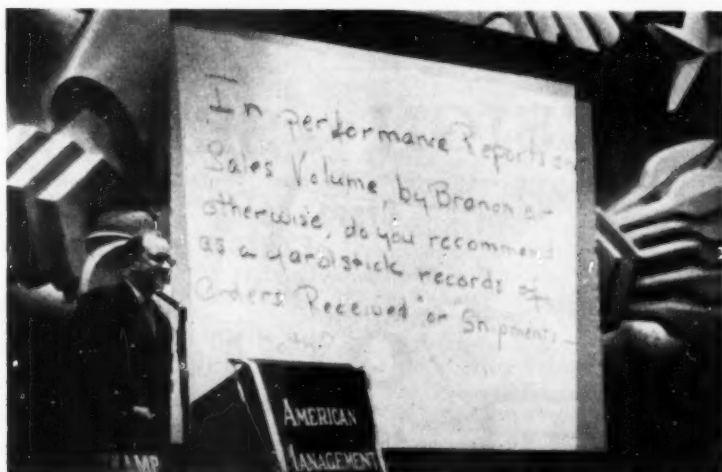
These questions are brought to the

assistant chairman who sifts them, and selects the most interesting, particularly those that appear several times, and perhaps representative of community interest in the group.

Selected questions are then handed to a girl who re-writes them on a plastic transparent sheet in longhand. Questions are transferred to the transparent sheet via a grease pencil, with both question and sheet identified by number. Original question blanks are handed up to the chairman while the transparent sheets are kept at the machine which is placed approximately 10 or 15 feet in front of the projection screen.

The chairman then determines the order of questions to be discussed. He first reads the question, gives the number to the Vu-Graph operator, who is an executive assistant familiar with the subject. He puts the plastic sheet in the machine and the question is flashed onto the projection screen. This process is accomplished by a light under an opaque plate which reflects the question through a series of mirrors and which is then projected up onto the screen.

From experience, AMA finds that the Vu-Graph enables the audience to focus attention on the questions, insuring that everyone knows what has been asked. This treatment helps to



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break up the monotony of just having people speak.

An added advantage is that the panel members themselves can view the screen, thereby having a constant reference to the subject being discussed.

3-D Motion Pictures

Lately there seems to be a rash of new three-dimensional film techniques breaking into print. Are any three-dimensional films being sponsored by companies for sales promotion, or is the medium beyond the reach of the average company?

Three-dimensional motion pictures are within the financial reach of any company planning something better than a low-budget film. Three-dimensionals run about one-third higher in cost than flats (new term given to ordinary two-dimensional films).

While much interest has been stirred in three dimensional films among commercial film sponsors, many do not realize that everything being hailed as three dimensions is not. Among the techniques that are not truly three-dimensional (but in some cases cost more to produce) are: (1) a wider-than-standard film to present correspondingly wider pictures on a wider-than-standard screen; (2) special supplementary lenses that encompass a wider-than-standard view of a scene, and compress this view onto standard 35mm film (in projection, another set of special lenses expand the compressed view onto a wider-than-standard screen); and (3) a wide semi-circular screen on which three (or more) projectors present a corresponding number of views of a scene side-by-side.

A number of other techniques are employed in flats to heighten realism. Prominent among these are exaggerated perspective in set design and spe-

cial lighting. Both true, three-dimensional pictures and wide-screen pictures increase realism on film. "But they [non-three-dimensionals] simply cannot produce the same effect," says a three-dimension purist, "and to compare them on equal terms because—in vastly different degrees—they both heighten the effect of screen realism, is to compare automobiles and airplanes on equal terms because both provide a means of transportation."

A new camera, recently licensed to RKO Radio Pictures for Hollywood use, has been engineered by John A. Norling, president, Loucks and Norling Studios, Inc., New York City, to eliminate technical shortcomings noted by screen critics in all three-dimensional movies seen by the public to date. The camera has a device that varies the effective distance between lenses, thus permitting control of depth effect when the picture is taken. It can be adjusted for converging appropriately during the action, when a subject moves toward or away from the camera.

At the moment, whether any three-dimensional films are in actual production for meeting purposes is not known. However, many are being contemplated and within a few years—prompted by Hollywood's rush into the field—many sales meetings will enjoy the impact and drama of product presentations in three dimensions.

Wireless Mike

What can we do to eliminate bothersome microphone cables and wires, and the confining mike itself? When using charts, graphs or other illustrations, I'm continually hopping from chart to microphone and back to chart again in order to demonstrate and have myself heard at the same time. Isn't there some way—other than a boom mike—in which I can

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to roam freely among audiences with-
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The "Wireless Mike" can be put
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just like a hearing aid, giving you
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need. You are free to wander with-
out regard for a boom microphone
and, if you drop a piece of paper,
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strument weighs less than 10 ounces
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mitter and its separate hearing-aid-
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audio output of the receiver may be
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Mike simplifies lighting—no mike
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How to Rate Reactions During a Meeting

Before your men leave a meeting, it is important to discover what points you have missed that are important to them. Here are techniques designed to "take a reading" of your audience while there is still time to do something.

BY RICHARD BECKHARD • Consulting Editor

It would be a great boon to meeting chairmen if there was an instrument that could give immediate and accurate readings on the effectiveness of a presentation and how well material was being absorbed. Unfortunately, American ingenuity has not yet produced any such instrument. There are, however, a number of things that can be done during the meeting to check participants' reactions, and to identify gaps in communication between platform and audience.

We know that what a man learns and what he remembers is determined by a number of factors, among which are:

1. His familiarity with the subject.
2. His attitude toward the subject and those persons presenting it.
3. His general reactions to the total meeting.
4. His feeling about the usefulness of the material to him.

Most meetings are planned with these factors in mind. However, unless some check is run at the meeting, no one ever really knows what got across and what did not.

Most sales meetings have a crowded agenda with a number of topics that must be covered. There is all too little time allotted for getting reactions to a speech or panel presentation. Question and answer sessions sometimes cover, in a 20-minute period, five or six presentations. Important questions may not be asked because the audience does not remember them by the time the question period rolls around, or because the time schedule doesn't allow for adequate participation or adequate answers.

What can a meeting planner do about it—and what difference will it make? One answer may be to develop a different schedule—question periods after each presentation, for example. But this is not the entire answer. Questions need to be asked of the audience if we are to get ade-

quate information on reactions of the men.

Here are some kinds of questions that will get this information:

1. How useful did they find each subject was to them and why?
2. What problems were raised in terms of applying material back home?
3. What further information or knowledge did they want on the subject?
4. How did the audience like each presentation? Why?
5. What further clarification or amplification did they want at this particular meeting?

For Management

From the management point of view, answers to these questions will give:

1. A picture of gaps in information that must be filled if effective follow-up action is to take place.
2. A clearer picture of where audience is in relation to each subject.
3. How important and useful au-

dience members feel each subject is.

4. Guides for agenda items at later sessions.

5. Information on the advance of presentation methods used.

For Audience

From the point of view of those in the audience, responding to these kinds of questions will:

1. Focus their thinking about each subject on how they will use it and the implications for their back-home job.

2. Cause them to evaluate the information so far received and to identify what further information they need.

3. Cause them to think of new ways of using material from the meeting back home.

4. Cause them to think about meeting methods (they might have to present the material somewhere else themselves).

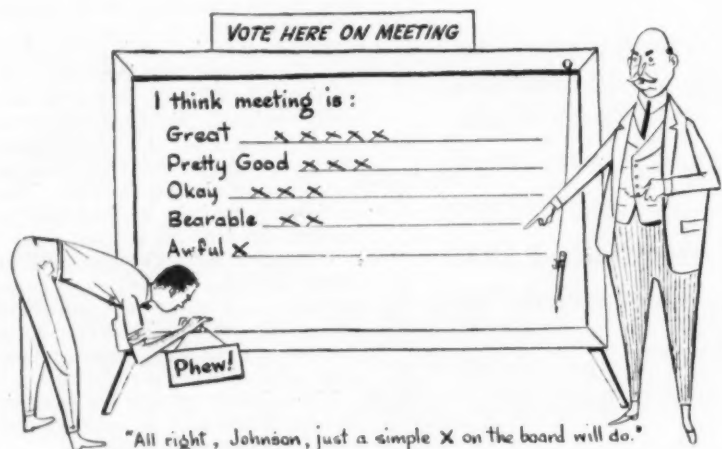
From the point of view of improving future meetings, answers to these questions will:

1. Get some evidence as to what means of presentation did and did not go over and why.

2. Give some clues as to scheduling future meeting programs.

3. Identify areas of information that must be presented again or in different areas.

4. Identify materials that might be packaged for other use. (At a recent national sales meeting, the reaction to presentation of a comparison of competitors' products, and a presentation



43

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on sales features, caused the company
to "package" both presentations for
use by company salesmen at whole-
saler's meetings.)

There is a wide range of methods
for collecting this information during
the meeting. Perhaps the simplest
method is for the speaker or chairman
to ask the audience, during a question
period, to identify some uses they will
make of material and some gaps in
information they want filled.

Reaction Forms

A second, and somewhat more com-
plete fact-finding device, is the dis-
tribution of brief reaction forms,
whether at the end of the session, the
end of the day or the end of the entire
meeting. In using such forms, it is
important that every respondent
know why he is being asked to fill out
such a form and what use is to be
made of it, both at the meeting and
after. If the chairman or manage-
ment does not plan to do anything
with information collected during the
meeting, it is generally unwise to use
any information-collecting form be-
fore the end of the meeting period.

A third device is a brief five-minute
interview of a sample of those attend-
ing at periodic intervals—say, lunch
hours. This is just a more systematic
"ear to the ground" kind of think-
ing. It does not need to be painful or
professionally administered. Informa-
tion thus collected can, however, be
profitably applied to future sessions of
this meeting.

More thorough interviews given to
all participants or to a random sample
at the end of the meeting by skilled
interviewers, can provide a good deal
of useful information to improve
meetings and follow up. In addition,
they often locate problems of which
management was not previously
aware. One such situation occurred
in a regional sales meeting that was
concerned with the introduction of a
new product. Prior to the meeting,
field men had been asked for price
information and wholesaler reactions.
Information management received
was that wholesalers were generally
behind any product this company put
out, based on its previous and long-
standing reputation. It was not dis-
covered until the end of the meeting
that wholesaler reactions in some
places were that they would certainly
take the product because of the com-
pany, but did not really feel any de-
mand for this kind of product at this
time. Company field men for some
reason did not share this information
with management prior to the meet-

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ing—so the meeting gave them no help in how to deal with the problem in their territories. End-of-meeting interviews, however, brought the problem to light.

End-of-meeting-reaction form mentioned above, sometimes called a post-meeting-reaction form, asks one or two questions such as:

1. How did you like this session?
(Check one)

- ☐ Excellent ☐ Good ☐ All Right
☐ Mediocre ☐ Poor Why?

2. How useful was this session to you in terms of back-home problems? (Check one)

- ☐ Excellent ☐ Good ☐ All Right
☐ Mediocre ☐ Poor Why?

It takes only a minute to fill out the card. By asking for such reactions, a good bit of tension is relieved and management gets some practical suggestions. It can provide an opportunity for checking home-office reactions to a specific session against reactions of field men. Sometimes, results of such a check are quite illuminating.

One other device that has been used successfully by some companies is called a "Morale Meter" or "Meeting Thermometer." This is a large chart or cardboard sign on which is written:

I thought this session was: Great, Pretty Good, Okay, Bearable, Awful.

Beside each of the five descriptions is fastened a counter (kind doormen use to count attendance). The unit is set up near the door and as the men go to lunch or leave for the day they cast their votes. A record is kept on a thermometer chart which can

be posted in the meeting room or an adjacent lounge. This is basically a gimmick and the information gathered is not usually very significant. However, it has value as a device for participation and "letting off steam" and serves as a double check if other fact-finding methods are used.

Use of fact-finding devices in small group meetings or round table are helpful in developing an agenda for the next session. A small card, similar to the post-meeting reaction card, containing such questions as:

1. How did you feel about the session? (Check one)

- ☐ Excellent ☐ Good ☐ All Right
☐ Mediocre ☐ Poor Why?

2. What do you think we ought to discuss at the next meeting of the group?

... can provide a discussion leader or chairman considerable assistance in planning further sessions. Again, it serves to dissipate a lot of anger or frustration that participants may feel. They would have the same feelings in any case, but if there is no chance to air them at the end of a session, their reactions will carry over to later sessions.

Whatever devices or methods are used, the main thing is to discover, *while the men are still at the meeting*, those gaps in information that must be filled in before they leave, if the meeting's objectives are to be reached. Whether you get this from a bull session, an interview, a questionnaire, a reaction card or a systematic analysis by an outside consultant, the information obtained will be an important factor in insuring the meeting's success and to improve the effectiveness of subsequent meetings.

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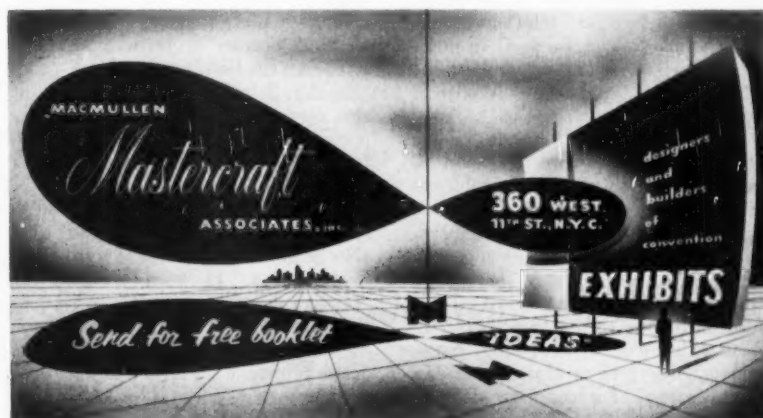


EXHIBIT BOOTH at the American Medical Association Convention, Chicago, is the background for a telecast seen by five million viewers from coast to coast.



Have You Ever Tried to Use a Convention As a Public Relations Medium?

Smith, Kline & French gets high ratings on TV programs emanating from medical conclaves. It's good public relations for medical profession and company. Companies in other industries have the same kind of opportunity with TV.

If your convention includes facts of great importance to the public, why not let the public hear about it—and see it. Doctors have done it—via television—and any other profession or industry can do it, too.

For four years now, doctors of America have been turning television cameras on to medical subjects, primarily through the sponsorship and direction of a leading pharmaceutical manufacturer, Smith, Kline & French Laboratories, Philadelphia. Medical meetings are, after all, trade conventions and sales meetings of the medical profession. Doctors come to these meetings to see and learn.

Three-and-a-half years ago SKF realized that color television then still in the laboratory, was the answer to this quest for information. Out of Columbia Broadcasting System lab-

oratories came SKF's brand new color TV equipment. Starting with the annual meeting of American Medical Assn., SKF launched a series of closed-circuit, color television programs which has grown to 41 in number, visiting every major city in the United States and even Montreal and Paris.

Recently other industries have looked to closed-circuit television as the answer to their special problems. In December, Armstrong Cork Co., using SKF's special color equipment, presented the first sales meeting ever televised in color. Also the James Lees and Sons Co. used closed-circuit black-and-white theater network television to present an hour-long, cross-country sales meeting aimed primarily at its dealers. International Beauty Show planned closed-circuit TV for

its March show in New York City.

But television has other benefits to offer. For instance, doctors do not merely have things to learn; they have a story to tell. Realizing this, SKF next launched a medical program on network television for the general public. In a series of four programs entitled "The March of Medicine," SKF reported the two 1952 conventions of American Medical Assn. to some 11-million viewers from coast to coast over NBC television network. These were the Annual Session in Chicago last June and the Clinical Session in Denver last December. Emphasizing medical progress as reflected in the conventions of this medical group, SKF graphically portrayed the endless study and work that physicians devote to improving the nation's health.

What can be done by and for a specialized group such as doctors can also be done by and for other specialized groups. If road builders of America have a message to give to the public and to their own members, they can do so with tremendous graphic impact by means of live, on-the-scene television. The fascinating but difficult field of electronics can



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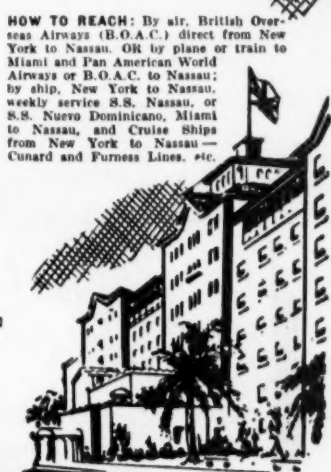
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stand revealed to the lay mind by means of television.

Television is particularly applicable to those specialized trade conventions whose doors would otherwise be closed to the general public but, at the same time, it stands ready to enlarge the audience of public expositions—the Sportsmen's Show, the Home Show, the Flower Show—each has a story to tell to the lay audience and the trade by means of public television.

The experience of Smith, Kline & French with medical shows indicates only too clearly that there are difficult problems to be solved. Each industry has its own secrets, foibles and limitations.

In presenting "The March of Medicine," SKF and the AMA wanted to enlighten, but not to shock unduly. They felt that the mystery and fear of surgery should be dispelled; but, was it proper to actually show a surgical operation? There is

a great story of hope and progress to be seen in the delivery room of the modern hospital, where in recent years infant mortality has been appreciably reduced.

But could a television camera be taken into the operating room during a cesarean delivery? The modern mental institution offers help for the surprisingly numerous ranks of the mentally ill. But could a television camera in good taste pass through the door of a mental hospital?

These were the special problems in the medical field that SKF and AMA had to resolve. They were resolved in the interests of enlightenment. The television camera did focus on a surgical operation and did visit the delivery room and mental hospital. Through careful planning they were able to take the American public to places it had never been allowed before.

Points Out Problems

The medical example shows other problems that any convention would face in televising its scenes. How do you achieve "good television"? A convention is usually a collection of booths, a line-up of speeches and a series of inviolate cocktail parties. Yet this is the raw material with which the television experts must work.

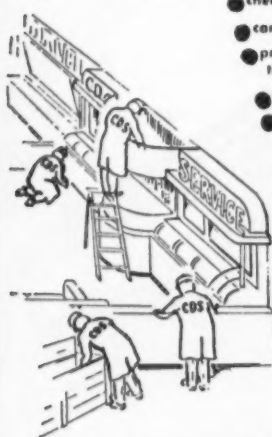
The task is not insurmountable. "The March of Medicine" illustrates this. For the two June programs from Chicago, SKF, AMA and NBC began work early in the spring. Medical papers were scanned for significance; exhibits were reviewed for their importance and possible graphic qualities; preliminary trips were made to the convention site—Navy Pier, Chicago—to gauge it as the "set" for the production. Of the 300 exhibitors and equal number of convention speakers, some 40 were contacted as potential "stars" of the show. Dr. Roy K. Marshall, well-known TV science commentator, was selected as the narrator, and the producer, director and writer began to assemble a coherent and interesting show. The week before the show, the production team selected the section of the exhibit hall to be used as the set, made a final choice of subjects, interviewed participants, made the necessary technical installations, checked the script and other details. On the evenings of the shows, the Navy Pier TV area was roped off, exhibits were moved to their proper sites, the participants and technicians were rehearsed and the shows went on. Equivalent arrangements were made at the Wesley

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Memorial Hospital, where the surgical operation was to be shown.

For the December shows from the Clinical Session of the AMA in Denver, it was decided to go even further to portray the progress of medicine. Taking the papers and exhibits at the Denver convention, SKF then arranged to visit the actual hospitals or laboratories where this work had been done. This involved preliminary visits to the institutions throughout the country — University of Southern California Medical School, Los Angeles; Johns Hopkins Hospital, Baltimore; Children's Hospital, Philadelphia; and Colorado General Hospital, Denver. In each of these cities, special directors and crews were placed in charge of a 5-10 minute segment of the program, and all were coordinated by the show's director in Denver.

Thus, using an important event—the AMA meeting—as a basis, SKF was able to develop visually appealing programs.

What were the results? Because of the newness of this type program and the controversial nature of the material, AMA and SKF conducted several surveys of the medical profession, and examined with care the general public reaction.

The nation's doctors were the primary target of "The March of Medicine." How many saw it; what did they think of it? Interview surveys showed that 36% of doctors in television areas saw at least one June program—that is, an estimated 25,000. In December, 55% saw at least one program—over 50,000 doctors, or approximately one-third of the country's active practicing doctors. In this same interview survey, 96% of the doctors expressed approval of the June shows, and 90% of the December shows.

In cooperation with the AMA, mail surveys were made showing that 94% of the doctor-viewers thought the June programs interesting to themselves as physicians; for December, the figure was 88%. Some 89% expressed the opinion that the June "March of Medicine" was useful to the public; and 88% thought the same of the December shows.

Perhaps the most impressive evidence of public approval is seen in the ratings that the four shows enjoyed. Nielsen ratings in June were 18.5 and 10.7, and in December were 42.3 and 39.1—exceptionally high ratings for so-called "educational" programs and comparable to many of the leading entertainment programs. The American Research Bureau showed that there were 11,592,000 viewers of the program, Dec. 2.

The experience that Smith, Kline & French Laboratories has had in television has given great impetus to the use of television for many types of medical programs, and heralds similar steps by other industries.

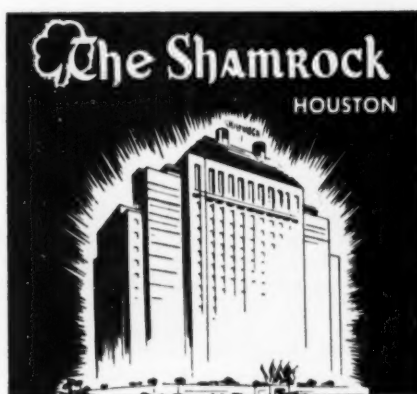
To summarize what can be achieved through television, perhaps the best course is to see the goals that SKF set up for itself and which it believes have been achieved:

"To instill a greater understanding and therefore confidence in the Amer-

ican medical profession by portraying the endless quest of physicians for life-saving and health-giving knowledge.

"To do so by taking a nation-wide television audience for the first time into the conventions of the American Medical Association and into the sanctums of an operating room, a delivery room and a mental hospital.

"In short, to perform a public service by dispelling mystery and fear and by shedding light on medical and surgical techniques and advances."



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Noble Experiment: Five Weeks of Meetings

Nobody — but nobody — has problems like Ad. Auriema, Inc. It must train foreign representatives to sell electronic equipment in countries whose transmission standards leave plenty to be desired. All this and heavy competition, too.

Based on an interview with
RICHARD F. MINNICH
Advertising Manager, Ad. Auriema, Inc.

If problems were electricity, Ad. Auriema, Inc., would be a powerhouse. You name a marketing puzzler and Ad. Auriema has it—in spades. So monumental are its problems that one revolutionary solution is to be tried: five straight weeks of meetings.

To appreciate the enigmatic cloud that hovers over the company's sales operation, you have to understand its field. Ad. Auriema is an exporter of technical (mostly electronic) equipment. Its problems started to grow with its first breath of business.

Adolph Auriema, its founder, was driven by a quest for greater opportunity from Volos, Greece, 31 years ago. His country was enveloped by a sudden inflation that left little room for commercial ambition. He arrived in America with naught save vigor; he was penniless.

Fascinated by the new thing, radio, and dreaming of the potential markets abroad for U. S. radio parts, he saved diligently and founded the small firm, Ad. Auriema, Inc., in New York City. He was the pioneer, and like the Forty-Niners, had to make his own trails where none existed.

His first problem—and still with the company — is language. How could he sell radio parts abroad when there weren't even words in the foreign languages to describe them. No names? He made them. Many electronic terms used in the Spanish language today are his, for 75% of his exports go to Latin America although the company has outlets around the world.

Second problem is representation. After 31 years, the formula has narrowed down to maintaining exclusive representatives in key spots. These

representatives handle Ad. Auriema's products (from over 40 manufacturers) and sell directly to manufacturers, distributors, jobbers and dealers in their territories. Representatives are native of the countries in which they work. Americans cannot gain the confidence of customers nor understand the economic and social conditions sufficiently to do a good job, the company has discovered. Big problem with foreign representation, however, is education—both sales and product-wise.

What Do You Do?

How can you train via mail? How can you keep representatives up to date on highly technical information concerning the radio, television and refrigeration equipment they must sell?

BADGE worn by representatives making tour has a pull-out tab on which is listed companies, with addresses and telephone numbers to be visited during the five weeks of one-day meetings.



The company tried bulletins, pamphlets and newsletters. It still sends them. It even had to go into the printing business—operates its own offset press—to keep the multi-lingual literature up to date. It must translate all material supplied by manufacturers and simplify everything, to be understandable to its representatives and their customers.

U. S. manufacturers could not keep up with the needs of the company and it has had to publish its own reports. It has its own electronics engineer who not only supplies copy for technical papers but designs circuits for television that utilize U. S. parts and fit the needs of foreign electrical power and transmission idiosyncrasies. And therein lies another problem:

U. S. equipment has to be changed to operate abroad. Electrical currents are not steady 24 hours a day in many countries. Power varies, and raises hob with electronics equipment. Station frequencies are not set at our standards, nor are any other standards for that matter. So, Ad. Auriema has had to tell foreign customers—through its representatives—how to make U. S. equipment work. It has had to set up assembly plants for foreign manufacturers to show them how to use U. S. parts effectively and economically.

Must Know More

If language, training, standard of living and different electronic and electrical standards are problem enough for anyone, consider competition. Representatives of Ad. Auriema must face competition from not only scattered local manufacturers and lines sent in by other exporters and American manufacturers, but must face the onslaught of products from other countries. Because competition from all directions is razor keen, Ad. Auriema representatives are forced to know more about equipment that daily becomes more complex.

The company and its representatives are not alone with their problems. U. S. manufacturers who retain Ad. Auriema as sole export agent must learn how to better serve their foreign buyers. They must know what equipment can be marketed best, what modifications must be made, what response to their products they can expect abroad.

"Observatour" is the title given to the five-week experiment sponsored by Ad. Auriema to solve some of the knotty problems. At the company's expense, eight or nine of its key representatives abroad are being brought to this country to attend daily con-

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AFFILIATED NATIONAL HOTELS

AFFILIATED NATIONAL HOTELS

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|---------------------------------------|---------------------------------------|
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| HOTEL THOMAS JEFFERSON.....Birmingham | HOTEL EDSON.....Beaumont |
| | HOTEL BROWNWOOD.....Brownwood |
| DISTRICT OF COLUMBIA | HOTEL BAKER.....Dallas |
| HOTEL WASHINGTON.....Washington | HOTEL TRAVIS.....Dallas |
| | HOTEL CORTEZ.....El Paso |
| INDIANA | HOTEL BUCCANEER.....Galveston |
| HOTEL CLAYPOOL.....Indianapolis | HOTEL GALVEZ.....Galveston |
| | HOTEL JEAN LAFITTE.....Galveston |
| LOUISIANA | CORONADO COURTS.....Galveston |
| RUNG HOTEL.....New Orleans | MIRAMAR COURT.....Galveston |
| HOTEL DESOTO.....New Orleans | |
| NEBRASKA | HOTEL PLAZA.....Laredo |
| HOTEL PAXTON.....Omaha | HOTEL LUBBOCK.....Lubbock |
| | HOTEL FAIRLUX.....Marfa |
| NEW MEXICO | HOTEL CACTUS.....San Angelo |
| HOTEL CLOVIS.....Clovis | HOTEL MENDER.....San Antonio |
| | ANGELES COURTS.....San Antonio |
| SOUTH CAROLINA | VIRGINIA |
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ferences with manufacturers. At least 18 cities are included in the itinerary and visits with 21 manufacturers are planned.

Ad. Auriema set the basic pattern for the meetings and sent conference suggestions to the manufacturers co-operating. Major part of each meeting is a plant tour preceded by a full explanation of the equipment and processes to be seen.

The plant tour is particularly important for the foreign representative. Often he is confronted with the question: "Why can't this part be changed?" Foreign buyers cannot comprehend mass-production techniques. They do not realize that a minor change in a comparatively small quantity in an assembly-line product involves a great expense. However, when Ad. Auriema's representatives see how thousands of radio tubes, for instance, are turned out in minutes and can describe this to a customer, they can better make him understand why even simple changes in parts would make them much more expensive. No matter what you write about mass production methods, the foreign representative cannot comprehend the magnitude of them until he sees them. The drama of watching electronic devices leave an assembly line every few ticks of a clock cannot be duplicated in the written or spoken word.

And, in the matter of the spoken word, Ad. Auriema advises manufacturers to plan all sales lectures in simple terms. "Please have all lecturers talk slowly and avoid slang or idiomatic words. Don't forget that most of these people learned English at school; it is not their mother tongue."

After the plant tour and talks on the manufacturing process, selling techniques are to be discussed. At this point, Ad. Auriema and the manufacturer can get as much education as the foreign representative. The

manufacturer tells how his product is merchandised under our market conditions, and the foreign representative can then explain the economic, market and competitive situation that exists in the country he covers.

Representatives were asked to send in product and merchandising questions before arriving in this country. These questions were forwarded to manufacturers so that they may be included in lectures and demonstrations and keep meetings keyed to the needs of visitors.

Because of the heavy schedule set for conferences, air travel will be used wherever practicable. Reservations have been made on regularly scheduled flights because the group is too small to warrant chartering a plane.

Ad. Auriema is paying all hotel and travel expenses while manufacturers are absorbing costs of luncheons and dinners. Hotel accommodations are arranged in each city by manufacturers.

Observatour will not be unnoticed or unheralded. Manufacturers have been advised to issue press releases to local papers and to invited local chamber of commerce officials to meet foreign businessmen. Special radio and TV forums are being arranged and universities are given the opportunity to plan events (forums, talks) around the foreign representatives.

While pointing out the publicity value of the meetings, Ad. Auriema warns of the dangers of too many functions: "The business part of Observatour must not be sacrificed for publicity, as these men are being brought to you to observe and discuss."

Ad. Auriema is hopeful that the sessions will result in better merchandising by its representative abroad. It is investing \$25,000 in Observatour as the medium that might shave a few stubborn whiskers from the face of foreign marketing.



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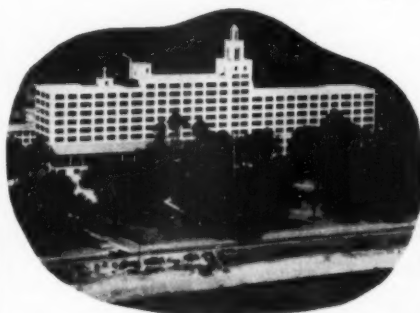
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| HOTEL CLAYPOOL | LOUISIANA | Indianapolis |
| JUNG HOTEL | LOUISIANA | New Orleans |
| HOTEL DESOTO | LOUISIANA | New Orleans |
| HOTEL PAXTON | NEBRASKA | Omaha |
| HOTEL CLOVIS | NEW MEXICO | Clovis |
| HOTEL WADE HAMPTON | SOUTH CAROLINA | Columbia |
| HOTEL STEPHEN F. AUSTIN | TEXAS | Austin |
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| HOTEL BROWNWOOD | TEXAS | Brownwood |
| HOTEL BAKER | TEXAS | Dallas |
| HOTEL TRAVIS | TEXAS | Dallas |
| HOTEL CORTEZ | TEXAS | El Paso |
| HOTEL BUCCANEER | TEXAS | Galveston |
| HOTEL GALVEZ | TEXAS | Galveston |
| HOTEL JEAN LAFITTE | TEXAS | Galveston |
| CORONADO COURTS | TEXAS | Galveston |
| MIRAMAR COURT | TEXAS | Galveston |
| HOTEL PLAZA | TEXAS | Galveston |
| HOTEL LUBBOCK | TEXAS | Lubbock |
| HOTEL FALLS | TEXAS | Lubbock |
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IT IS NO TRICK to make a sampling survey of visitors to Bell's tent.



IT IS TOUGHER to get questionnaires filled out after the show is over.

Bell Measures Impact Of County Fair Exhibit

Simple before-after survey shows telephone company how much change is made in the public attitude toward civil defense as a result of exposure to its exhibit. Survey covered county fair, Bloomsburg, Pa., and had responses from 1,400.

When you create an exhibit for the public, do you know how effective it is in influencing or changing opinion? A simple procedure has been developed by Bell Telephone Co. of Pennsylvania to gauge reaction to its exhibit story at county fairs.

Bell used its before-and-after survey technique at the county fair at Bloomsburg, Pa.

Its exhibit attempted to develop

public interest in civil defense. Set up in a separate tent, Bell's exhibit was essentially a lecture on atomic defense with the aid of animated displays to illustrate defense communications and activities.

To discover what impact, if any, the exhibit had on county fair visitors, Bell had to determine what the public attitude was toward the subject of civil defense before exposure

to the exhibit. A random sampling of visitors at the fair had to be made to include individuals who had not seen the Bell demonstration.

Before-Show Sample


Because the 40-by-80-foot tent used by Bell at the fairs had 200 seats, it was a haven for foot-weary fair visitors. Thus, it was no trick at all to distribute questionnaires to a sample of tent visitors before each show and obtain a before-exposure response. Some visitors came in simply because it was one of the few places at the fairs to sit down.

After the show, questionnaire distribution was not as easy. It required telephone company attendants' catching a few visitors from the "stampeding herd" as the show broke. A respondent had to take some time with the questionnaire — although it required "yes" and "no" and multiple choice answers—because it contained 14 questions and asked for comments. While a visitor was quite willing to fill out a questionnaire while sitting and waiting for the show to start, he was not as amenable to remaining after the show was ended. But with five shows a day—1 PM to 9 PM—during a week-long fair, it was not difficult to gather an adequate sample of those who had been exposed to the exhibit.

Total attendance at the company's exhibit during the 10-fair run was 150,000 by actual count. A sample was made of 700 before exposure to the exhibit and 700 after exposure. According to company researchers, maximum error in survey results—based upon the sample—is not more than three percentage points.

First question asked visitors on the survey was whether the telephone demonstration had been seen. This immediately determined whether an individual, sought as a "before" respondent, was in fact pre-exposed. After asking whether a civil defense organization existed in the respondent's community, the survey asked if the respondent or a member of his family served in any civil defense organization. If the respondent answered "no" to the latter, he was asked: "Do you think you may volunteer for some work in a civil defense organization?"

This was a key question. If the exhibit had any impact, it should have influenced visitors to want to become part of the civil defense system of our country. Results showed the exhibit did change opinions. While 40% of those who had not seen the exhibit indicated that they might volunteer



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for civil defense work, 49% of those exposed to the exhibit say they might be volunteers. Assuming every possible error that could creep into the statistical results did occur, it still means that at least 15% more volunteers could be gained by our civilian defense organizations by exposing the public to the exhibit and half-hour demonstration.

"Under present conditions, how important do you think it is to have an active civil defense organization?" was asked. "Very important" was checked by 74% of those who had been exposed to the exhibit. Only 64% of the respondents who had not seen the Bell demonstration considered an active civil defense organization very important.

No Yardstick

There is no yardstick to determine just how good that increase by 16% might be. However, Bell Telephone, through its before-and-after technique, knows that attitudes and opinions do change as a result of exhibit exposure, and doesn't attempt to draw any conclusions as to how much change might be considered fair, good or excellent.

Five of the 14 questions asked county fair visitors related to the telephone company and were on the back of the 7" by 10" form. These questions attempted to learn the public attitude toward the company. After answering the five "company" questions, respondents were asked for comments.

Many respondents made comments, and in every case, these remarks were recorded and forwarded to the office or department affected by the statements. Comments secured at the fairs are compared with those secured from other types of surveys conducted by the company. Research of the public attitude toward the company is a continuous project.

In addition to stimulating increased interest in civil defense—as indicated by results of the before-and-after survey—Bell Telephone's exhibit enlisted volunteers on the spot for civil defense service. (At the Reading, Pa., Fair, 274 volunteers were signed up by the local defense organization.)

Bell's exhibit-demonstration, titled "The Big Call," relates to the mobilization to defend our country against an atomic attack, and operations after an attack. Material for the demonstration was prepared with the co-operation of Civil Defense Directors of both Pennsylvania and Delaware and Eastern Air Defense Forces.

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Reward for Excellence

There's cash—\$2,500 of it—waiting for three exhibitors who put down their success stories on paper. The cash, in three prizes, goes to the top three award winners in the National Industrial Advertisers Association 1953 Industrial Exhibits Award.

NIAA membership is not a requirement to compete for the prizes in the contest that seeks the most effective exhibit program of the year. Judged on the basis of objectives, implementation and results of an individual exhibit at an industrial show or exhibit program at a series of shows, the awards are \$1,250 first prize, \$750 for second place and \$500 for third.

Sponsors of the awards are six exhibit producers: DeVorn Displays Corp., Cleveland; Gardner Displays, Pittsburgh; Gardner, Robinson, Stierheim & Weis, Inc., Pittsburgh; Hadley Displays, Buffalo; and Product Presentation, Inc., Cincinnati. Awards will be made at NIAA's 31st Annual Conference in Pittsburgh, June 22-25.

Size of exhibit or budget is not a criterion in the contest. Entries need not cover professionally built displays. Contest seeks to find how well an exhibit was planned, how successfully it was operated, and—most important—what results it produced.

Entries in the contest must cover seven specific points:

1. Objectives: What were the specific objectives of the exhibit, and how were they developed in the exhibit planning?

2. Selection: Why was the particular show (or shows) selected for the exhibit?

3. Methods: What methods or techniques were employed to accomplish objectives and how were they used? What methods were used specifically to attract—before and during the show—and hold visitor attention at the exhibit?

4. Personnel: How was exhibit personnel organized, instructed and managed?

5. Implementation: Describe any other techniques, activities or implementation of any kind that you feel

were exceptional, or that contributed significantly to the success of the exhibit. These might include use of literature, publicity or other promotional activities.

6. Contacts: How were contacts with customers and prospects made, developed and followed up?

7. Results: What results of value were obtained from the exhibit? Specific results should be given and should be documented to the fullest extent.

Open to any sales promotion manager, advertising manager, exhibit manager, or executive acting in any of these capacities, the Industrial Exhibits Award is attempting to induce exhibitors to be results conscious in their exhibiting programs.

William H. Uffelman, exhibits manager, E. I. du Pont de Nemours & Co., Inc., and president, Exhibitors Advisory Council, has been named administrator for NIAA Industrial Exhibits Award. He declares the purpose of the contest "is to develop awareness of the full potential of the industrial exhibit, to foster intelligent appraisal of exhibiting opportunities and to stimulate creative implementation of exhibiting programs."

Five judges, prominent sales and marketing executives, will evaluate entries in the contest. A special numerical system for judging exhibit programs allows entries to be evaluated on a scientific basis.

Entries must be accompanied by at least one 8" by 10" black and white photograph. No special consideration will be given to color photographs, fancy bindings or other trappings on entries.

Deadline for entries is May 15. Entries should be sent to: Industrial Exhibits Award Committee, National Industrial Advertising Association, 1776 Broadway, New York 19, N. Y.

Good Publicity

Scovill Manufacturing Co., Waterbury, Conn., hit upon a perfect publicity angle at the National Metal Exposition. The company gained national press coverage from the local angle and cemented customer relations.

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Chicago 9, Ill.

In the Scovill booth was a replica of the earliest brass casting operations in America. The exhibit features a Scovill employe garbed in the dress of an early 19th Century foundry worker.

A news photographer posed show visitors in the old-time scene and took their pictures. Photos, captions and news releases were mailed immediately to hometown newspapers of each show visitor who was photographed. Because of the historical background of the exhibit, the tie-in with a national event—the Metal Show—and the spotlighting of a local man, newspapers gave Scovill a big play.

As a follow-up, Scovill salesmen made personal presentations of photographs to the individuals involved. These were delivered in person from the company's district offices after the show.



You Ride Through This Exhibit

For those of us who dream of the day when we can travel through an exhibit without walking up one congested aisle and down another, the solution to maneuvering through crowded areas may be just around the corner.

A moving rubber sidewalk, part of the B. F. Goodrich Co.'s exhibit, is now in operation at Chicago's Museum of Science and Industry. More than two million visitors a year will have the opportunity to ride on this first installation.

"Although this first moving sidewalk will be used only to transport people through a part of the museum exhibit," said John L. Collyer, president, B. F. Goodrich Co., "this mode of travel is a practical means of transporting rapidly and efficiently vast numbers of people in crowded areas."

The exhibit sidewalk is constructed of fabric and rubber, the bottom ply being designed to afford excellent sliding abrasion resistance.



SPECIALLY DESIGNED TENT is the setting for Yale's road show, just launched on a two-year tour. Seats are provided for 100 invited guests.



INTERIOR OF ONE OF TWO TRAILERS is designed for showing movies. Walls are paneled in birch and ceiling is sound-proofed.

Yale Takes Its Mountain to Mahomet

A two-year tour is now on the road for Yale & Towne Mfg. Co. to demonstrate its materials handling equipment in use. Here is how and why traveling show was developed.

BY JAMES A. SHELLENBERGER

**Director of Publicity, Advertising and Market Research
Materials Handling Division, Yale & Towne Mfg. Co.**

We believe in materials handling equipment. We believe that it truly is the answer to problems of rising operating cost in many businesses—particularly smaller plants—all over America.

One of our problems was to find a way to get the small businessman to a place where he could see modern materials handling equipment and methods demonstrated.

Since we obviously couldn't get all these American Mahomets to come to our mountain (our plant), we are making the switch and taking our mountain of equipment and demonstrations right into the backyards of businesses all over the country.

We have a full-dress, traveling show on the road—the first in the materials handling field. It is complete with circus tent, motion picture projector, club cars, arm chairs, a professional script—and Yale mate-

rials handling equipment, the mechanical stars of the show.

Five years ago, materials handling equipment was in very short supply and the back-order situation was appalling. In some product lines the delivery quotation was a year-and-a-half. Stock equipment in branch offices and sales representatives' offices was non-existent.

To give potential customers a chance to see the product, we began to demonstrate our equipment in selected cities. Local representatives sponsored these demonstrations and invited customers and prospects in the area to see the latest equipment in action. These showings usually lasted three days, and we were usually able to send out about one a month.

When I came to Yale Materials Handling Division three years ago, this activity was reviewed. At that time, we were also participating heav-

ily in local and national trade shows. Costs for this exhibit phase of our promotion activities seemed to be out of line.

Also influencing our decision, in 1950, were certain facts which need mentioning:

1. Costs for the traveling exhibit became higher with each successive field trip.

2. Exhibit rules on trade expositions became more and more stringent. Limitations on height and sound reduced exhibitors to almost static exhibits. We did not feel that this was the best way to promote materials handling equipment. Costs for participation in these shows had also increased alarmingly.

The traveling exhibit survived only as a color film—a good film—but only partially successful as a substitute for live demonstrations. There seems to be no substitute in any field for personal appearance—for demonstration in the "flesh."

About a year and a half ago, in a conference with Vice President Elmer F. Twyman and various sales representatives, we discussed a method to demonstrate and exhibit our equipment which would let us control the activity and be a true sales help in the field. Thus, our Materials Handling Road Show was conceived.

We called in several display and exhibit manufacturers and discussed the project with them. We discussed it with Russell Matthews, who had done a similar type of show for the U. S. Army and for Bakelite Divi-

sion, Union Carbide and Carbon Co., with Libby-Owens-Illinois advertising department, who had experience with a somewhat similar show, and with many other people whose experience and fresh ideas helped us to formulate a plan.

Budget

In setting a total cost figure we decided not how much we could spend on a show, but approached the budget problem from the other end—we decided just what we would need to do the job satisfactorily — then how much the project would cost.

Equipment and materials were the largest initial expense. They broke down rather neatly into four categories: (1) what we wanted to demonstrate, (2) transportation for it, (3) the background and setting, (4) miscellaneous paraphernalia to make the show as nearly a self-sufficient unit as possible. Demonstration equipment was our own. Mainly, our problem here proved to be one of selection. We selected fork lift trucks typical of each of our major lines and attachments which would

emphasize dramatically the versatility of these units. Both electrical and gasoline trucks were included. From our line of hoists we finally arranged a selection of various capacities, both hand and electric and a stand suitable for demonstration purposes. In the show, we wanted to demonstrate broad applications of materials handling equipment and chose with this end in mind.

Since we had determined that the show would be a true road show, we decided to use a tent because of the appeal it would have and because it would be a way of insuring shelter in inclement weather.

Two 32-foot trailers were purchased to transport the show, two tractors to pull them, and a station wagon was leased to accompany the convoy. We considered the fact that much of the initial cost of the trailers and tractors could be recovered by resale when we were through with them.

Interiors for tractors were designed to permit us to use one as a club car for entertaining on location and the other as a motion picture projection room.

Walls were panelled in birch and

decorated with blow-ups of photographs of Yale equipment in operation. Specially designed portable furniture gave a luxury atmosphere to our trailers and 100 special lightweight folding armchairs gave us reasonable seating capacity for the picture projection unit or for use under the tent at demonstrations.

Special Ramps

Specially designed ramps to aid in loading and unloading and metal stairs with railings for the use of the crowd were a significant item in the cost. Ramps are proving a good investment in time they save in loading and unloading operations.

A 68 by 40-foot green-striped fire-proof tent, poles, accessories and decorations were designed especially for us. Painted signs for exteriors of trailers improved appearance of caravan and publicized the show.

Other essential equipment, such as a portable generator large enough to supply illumination when we do not have access to an outlet, a battery charger for our electric trucks, tools and other necessities made our traveling unit self-sufficient.



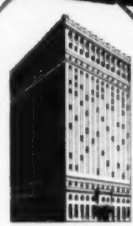
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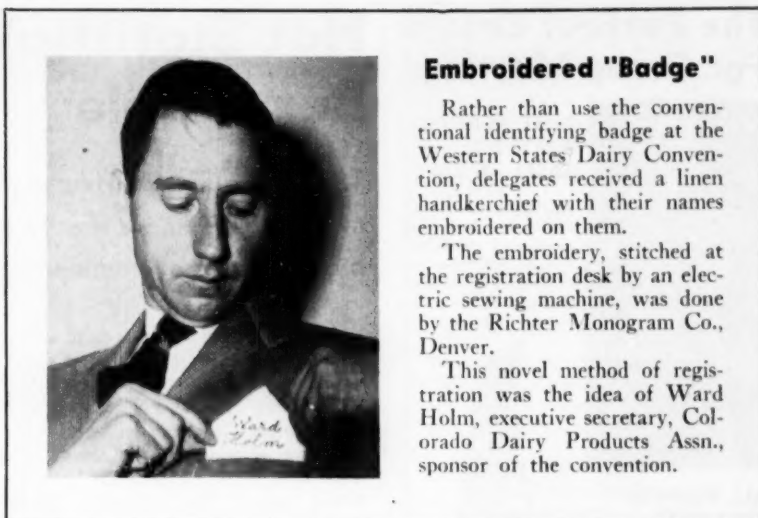
Many problems that are minor, if they are remembered, suddenly assume major importance if they are neglected. These include insurance coverage; relations with unions wherever they are involved; Interstate Commerce Commission clearance and licensing fees (for our show, Vermont and Ohio required special licenses at approximately \$100 each—other states none).

Although the advance man settles many local problems, there is considerable work that can be completed at the home office.

With the cooperation of our advertising agency and our publicity agency, advertising and publicity went into each area in advance of and during the show period.

Both local and national publicity were used as the show opened in Miami—newspaper, radio, TV, the wire services, consumer magazines and trade journals—and will be continued, particularly with local emphasis as the shows appears in a given area.

The stars of our industrial show—Yale fork lift trucks—also double as beasts of burden. They can outwork



Embroidered "Badge"

Rather than use the conventional identifying badge at the Western States Dairy Convention, delegates received a linen handkerchief with their names embroidered on them.

The embroidery, stitched at the registration desk by an electric sewing machine, was done by the Richter Monogram Co., Denver.

This novel method of registration was the idea of Ward Holm, executive secretary, Colorado Dairy Products Assn., sponsor of the convention.

a circus elephant without even stopping for a peanut or a bucket of water. Because they can load and unload our gear so quickly, we can maintain a tight schedule on our 25,000-mile tour.

The show has been on the road for

a month and appears destined for success. It is being routed to take advantage of events like the National Materials Handling Exposition in Philadelphia, May 18-22, where the traveling show demonstrations will be integrated into our exhibit.

MEET



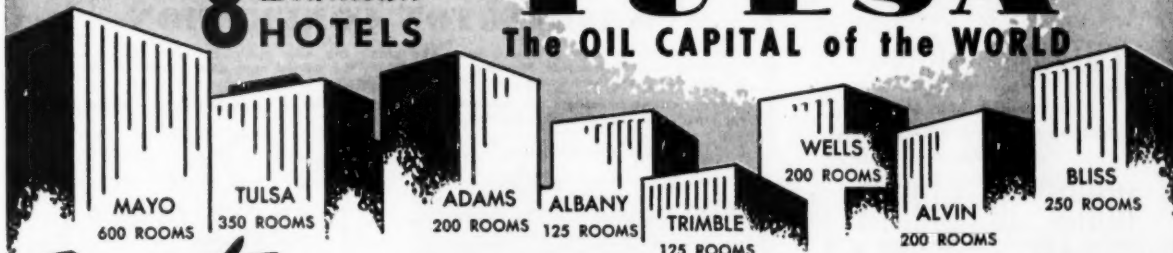
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Not Statistical Data, But People

Tape recordings turn survey results into human reactions for meeting audience. Facts on fragrance sales dramatized by playing back comments of department store shoppers.

Statistics can be dull fare when presented at a meeting, but not so at the recent conclave of The Fragrance Foundation, in New York City. Survey data was interspersed with comments of respondents—in their own words and voices. Customers literally talked back to the audience. Their back-talk was used to highlight results of a survey to determine how women buy and use fragrances.

The report of Mary Bailey, supervisor, Consumer Research, Hudnut Sales Co., Inc., was "illustrated" by tape recordings of conversations between survey interviewers and women shoppers in three New York City department stores. After a brief introduction, audience interest was heightened as the loudspeaker gave forth with the first tape recording of the customer talking back to the meeting:

Interviewer: "I'm making a survey for the Fragrance industry. I noticed you just bought a package of fragrance. What led you to that particular scent?"

Customer: "I have the toilet water and like it so much that I wanted the perfume to go with it."

Spectators leaned forward as the body of the survey was presented just as it was made. They expected something different and they were not disappointed. Statistics came alive. They were no longer figures, but people.

Replies of approximately 300 wom-

en had been tabulated in answer to such questions as: "Just how important do women consider fragrances?" "Why do most women use fragrances and like certain ones?" "Do women change fragrances for different costumes or occasions?"

Miss Bailey presented chunks of statistical data on each question with the recorded enactment of a scene that illustrated the point.

The survey disclosed these interesting facts about the way in which women decide to buy fragrances: 57% bought a scent with which they were familiar; 40% had tried a friend's and liked it; 42% decided on a particular fragrance after trying it at the store counter.

Interviewer: "I noticed you bought that cologne on sale. Did you buy it for yourself?"

Customer: "Yes, I did. I've never used it before, but I like it. I had the salesgirl put six different scents on my arms . . . then I told her I'd be back later."

Statistics show that selling at the retail counter is important. The recorded conversation underscored its importance for the fragrance industry.

Survey results—instead of being a jumble of figures that listeners remember in part at best—became a personal observation by each member of the audience. The audience knew from "experience" what goes on at the perfume counter and in the mind of the shopper.

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DECKED OUT in a manner befitting a chef, this man is learning to cook and likes it. Maier's Bakery is pulling in new customers, increasing sales, just by catering to the men.

Cooking Sessions for Men

If you make a product usually bought by women, would you think it worth-while to try to sell the men?

Perhaps not if you were a commercial bakery, since it's well known that women do most of the household marketing. Yet, Maier's Bakery, Reading, Pa., is enjoying a leading position in the city and throughout the central and southeastern Pennsylvania area—a reputation which has been built, in part at least, by catering to men.

Through its agency, Beaumont, Heller & Sperling, Inc., Reading, and its educational director, Mrs. Anna Smith, associate professor of Home Economics, Albright College, the bakery has developed a cooking demonstration designed especially for men.

Realizing that many men like to cook, and that they often have a late dinner if their wives stay too long at club, Mrs. Smith has solved the problem with a demonstration for men's groups on "short order dinners." She selects some member of a men's civic group which has been invited to the bakery and asks him to be cook. She shows him how to prepare a nourishing, tasty dinner in just 30 minutes flat while the other group members watch. Thus fortified, he's in a position to have dinner ready early—if he's the first one home.

Demonstrations are extremely popular. Everyone likes a show and everyone likes to eat, especially if both are "on the house." The demonstration satisfies both desires. Mrs. Smith keeps the cook's suit clean with

an apron that clearly identifies in bold letters, that he is a "genius at work." A chef's cap completes the costume, as she carefully guides the neophyte through the steps of preparing the dinner for four. As you can imagine, some kidding of the cook takes place, but with it is a real desire to learn and a basic seriousness in the group as a whole.

The menu is easy: a creamed tuna fish casserole served, of course, with toast; green beans; tossed salad; warm bakery rolls; coffee; and the chef chooses his own dessert from among the bakery's various kinds of cakes, jelly roll and cookies.

The men's demonstration is always well received. But the bakery doesn't stop there. It caters to men in still another way. Men's civic groups and fraternal organizations are invited to hold an occasional dinner meeting at the plant. Mrs. Smith serves the group (usually numbering 30 to 40) a tasty dinner and the regular business meeting is then held, followed by a plant tour. These dinners are served at cost.

Just how much catering to the men is responsible for the bakery's growth is difficult to say. But here's what has happened recently. The bakery's routes have extended way beyond the city limits into the towns and rural areas of the county. New customers have been added, sales have increased, and the bakery has recently expanded production by building a quarter-million-dollar addition to its plant.

All this, and the men are learning to cook, too.

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For information, write: Tom F. Smith, Dir.
Miami Beach Convention and Publicity
Bureaus, City Hall, Miami Beach 39, Fla.

This Message is Prepared and Published
by the City Government of Miami Beach

● **YOU DID** a grand job at the Cotillion Ball in Chicago and we want to thank you for your splendid services—Mr. George D. Fairleigh, Treasurer, National Association of Insurance Agents.

● **THE ENTERTAINMENT** program and music at Murray Bay were "out of this world," the scenery, timing, and performance were perfect—Mr. C. R. Walgreen, Jr., Walgreen Drug Stores.

● **EVERYONE** has told me of their enjoyment of your show. Thank you for a fine public relations job—Mr. T. Morgan Williams, The Home Insurance Company.

● **I WANT** you to know that it was due a great deal to your untiring efforts that the National Association of Chain Drug Stores Convention was such a huge success—Mr. E. R. Albright, President.

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- 8 Los Angeles, Sales Management Conference
- 13 Milwaukee, Sales Rally
- 14-16 Cleveland, Letter Clinic
- 14-16 Greensboro, Sales Clinic
- 15 Toledo, Sales Rally
- 16-18 Shreveport, Regional Conference
- 17 Washington, Sales Conference
- 20-22 El Paso, Sales Clinic
- 23-24 Charlotte, Sales Conference
- 20-23 Buffalo, Sales Clinic
- 27 Indianapolis, Sales Rally
- 27-May 1 Minneapolis, Sales Clinic
- 28-30 Boston, Letter Clinic

MAY

- 4 Knoxville, Sales Management Conference
- 4-8 Milwaukee, Sales Clinic
- 6 Montreal, Sales Rally
- 19-22 Toledo, Sales Clinic

JUNE

- 7-11 Atlantic City, NSE Convention
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LISTENING TEAMS are small groups within the audience that listen carefully for a particular subject and later discuss it among themselves to formulate questions.



PRESIDENT AND VP are subjected to questions by listening team leader who asks for more facts.

"I'm Glad You Asked That Question"

Not only is Ansul Chemical Co. glad a question is asked, it plans its meeting procedures to induce employees to put speakers on the spot. Three techniques are used to make Ansul meeting audiences the most inquisitive you can find.

To the casual observer, people who attend meetings staged by Ansul Chemical Co., Marinette, Wis., are the most inquisitive critters that ever came down the pike. They can ask more questions than the prosecuting attorney at a murder trial.

You'd think there isn't a bashful bone in their bodies, the way they fire questions from the floor. They put every speaker on the spot, from Bob Hood (everybody at Ansul is called by first or nickname), company president, on down.

What makes Ansul men so different from other groups who attend meetings? Why are Ansul meetings fired with an enthusiasm that erupts with penetrating questions at the drop of a statistic? Why are they so unlike other meetings where everyone remains silent during a question and answer period, and nobody would dare ask a question during the program?

Ansul plans it that way—that's why. Ansul is bound up with the philosophy of participative management. Everyone has to know what's going on and has to be given an opportunity to express his opinions on everything from the company's fiscal policy and expansion plans to sales quotas and new products. Unless an employee knows where the company is going, he doesn't know where he is going. And Ansul wants every man to know where he is going because it has a lot of hard work for him to do on the way.

A pet technique for audience participation at an Ansul meeting is the "listening team." For this communication procedure, the audience is divided into several groups and each group is assigned a particular subject. Each member of the audience is told to pay strict attention to how the subject assigned to his group is handled during the meeting session. At the

end of the session, each group goes into a huddle and discusses its subject. These "buzz groups" work the material over until they come up with suggestions, additional facts they believe should have been mentioned, some questions that should be answered and whatever else they consider pertinent. A group spokesman reports his group's findings to the entire meeting. Thus, everyone has had an opportunity to express an opinion, get his views on the record, debate on a particular subject and finally hear what action the company is going to take on "his" ideas.

This chemical company even uses a catalytic method in its meetings to produce audience response. This is how it works: Three salesmen, one from each of the company's divisions, are called aside by the speaker before a session. The three are given a short briefing along these lines:

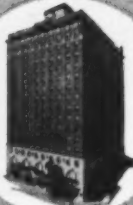
"You men have been in the company a long time and know our product lines well. Everyone in the audience—particularly the newer men—are not quite as well versed on our operations. So, I want you three to act as watchmen for the group. Every time something comes up during the session that you feel is not too clear for the rest of the group, or something you think the group should know more about, ask questions.

MEET "down South"

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MANAGING DIRECTOR

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Don't let anything go by that you feel someone in the group might not completely understand."

These three men then act as catalysts. They have no hesitation to ask questions, because, after all, they're not asking questions for themselves. They're merely making sure the rest of their colleagues get all the information they need. Because the audience does not know that catalysts have been thrown into its midst, it assumes that questions coming from the three individuals are spontaneously inspired.

There's a contagion about asking questions at a meeting. As long as someone gets the ball rolling, the rest of the audience will keep it going. The catalysts' job is to get the questions going, and come into play when questions slacken.

The beauty of the catalyst technique is that the catalysts, themselves, are not aware of the full role they are playing and the audience is not aware of the catalysts. Of course, most questions asked by the catalysts are their own—the kind they would like to have answered but, under normal circumstances, would hesitate to ask. Because three men in the audience do not hesitate to ask questions, the rest of the audience doesn't either.

Do these techniques produce enough questions for Ansul's meetings? No. The company wants more questions and uses still a third procedure. At the opening of a session, the speaker asks that small cards and sharpened pencils be distributed to everyone in the room. These, he tells his audience, are for writing questions down as soon as they occur to you.

The speaker has his talk divided in definite segments. After each four or five-minute segment, he says: "Write down the questions you have on the material I have just discussed and I'll answer the questions at the end of the session." Of course, nobody writes anything down when he says this the first time. However, after three or four reminders, members begin to think in terms of asking questions. By the time the talk is completed, the speaker can call on almost anyone in the audience by name and expect to have a question thrown back at him.

There's no limit to what subjects can be covered by questions. At a recent Ansul sales meeting, salesmen asked about the possibility of a stock participation plan for employees, asked about the company's foreign activities and just about everything that might occur to a wide-awake salesman.

There are no secrets at Ansul. This

alone, helps stimulate questions at meetings. Employees know that nothing is being held back from them and nothing is taboo. President Bob Hood put on a flannel-board talk on the company's financial standing. He showed the company's income, expenses and net worth, and compared the financial picture with previous years. It was the same thorough talk that was prepared for the company's stockholders.

Nothing Sacred

Nothing is sacred. The company is not ashamed of its past operations. This means that errors can be freely admitted while constructive activity is explained. The employee audience feels free and relaxed at a session where the company admits it was in error. It admits not doing enough research in the past to have new products available for each division. This shows greater progress in current research that just produced new products for each division with promises of many more in the near future.

Ansul meetings are informal and fast. Within an hour, presentations can include slides, flannel-board presentations, posters and flop-over charts. During a 10-minute coffee break, the seating arrangement of the meeting room is completely changed. Instead of chairs facing the narrow end of the room, they are arranged in long rows facing the wide wall. This simple change adds a little sparkle and life to the session. It means sitting beside someone else. It means looking in a new direction. It means change and progress.

While no meeting could be more informal, there's nothing haphazard about an Ansul session. All techniques are carefully employed with the consultation service of Richard Beckhard, director, Conference Counselors, New York City. Latest results of scientific research with group behavior are applied to Ansul meetings wherever practical.

Every type of visual aid is employed at meetings. Many combinations of aids are used such as tape recorder, slides and role-playing skit. At least one 30-minute motion picture in sound is on the typical Ansul program.

Most recent meeting was given twice, first in Chicago for midwest and western men and in Philadelphia for eastern salesmen. Meetings lasted two days and could easily compete as the fastest moving, most informal, most information-packed and most communicative sessions on record.



PIRATE "INERTIA" is tossed over when panel tells what's wrong in customer-employee relationship scene flashed on screen. Still to walk plank are two other pirates.

Railway Express Wages War With Pirates at Meetings

Pirates—Discourtesy, Inertia and Competition—walk the plank at 180 meetings. Conclaves a part of incentive program to stimulate employees to build new business.

Based on an interview with
VICTOR DELL AGUILA

Advertising Manager, Railway Express Agency, Inc.

The days of the buccaneer are not dead. Railway Express Agency, Inc., is staging 180 meetings throughout the country to tell and show its employees how to wage war against pirates.

Three pirates that Railway wants to toss over the side are: competition, inertia and discourtesy. It has set aside 60 days for employee conclaves to grapple with the problems of bringing the pirates to bay.

Some 25,000 employees are attending the two-hour luncheon sessions to discover what it takes to make the pirates walk the plank. With the meeting theme, "Proof Is the Key in '53," between 50 to 500 employees attend each conference on their own time to learn what it takes to increase the company's business and strengthen their own economic position.

Meetings are an integral part of a company-wide incentive program built around the word "key." A key unlocks a treasure chest of gifts for employees who are observed doing a particularly good job. A treasure-chest key is given to each employee who attends a meeting. Keys are given to members of the three panels participating in the meeting.

Railway had 35,000 plastic keys made. Only 1,000 (red) are gift-winning keys. The rest are green and are not redeemable. Each key is distributed in a sealed envelope. Envelopes are distributed so that every 35th recipient gets a "magic key" that allows the selection of a steak knife set, carving set, man's wallet, woman's wallet, leather key case or canister set.

Each meeting is staged locally by

the regional sales manager and commercial superintendent. A 25-page meeting guide was given to each sales manager at a three-day preview meeting for them in Chicago. The guide covers every phase of meeting planning. In addition to the guide, each of the 10 regions are sent a complete set of props that include an automatic sound-film strip projector, a screen, a three-pirate animated display, signs, posters and gift treasure chest.

The "Captain"

Either the regional sales manager or commercial superintendent is meeting chairman for each meeting in his territory. The panel chairman dons a sea captain's hat and coat for his part of the program, and the panels are conducted in a seafaring way.

Either the regional sales manager or commercial superintendent is meeting chairman for each meeting in his territory. The panel chairman dons a sea captain's hat and coat for his part of the program, and the panels are conducted in a seafaring way.

Each panel is made up of three employees. They report to the "captain" with a salute, announce their names and length of service. The panel is then asked to comment on a scene flashed on the screen. Each scene depicts the wrong way to handle a particular situation that is common in employee-customer relations. After the three-man panel tells what is wrong in the scene, the captain shouts to the audience, "Does this knock down the discourtesy pirate (if discourtesy is the subject of the scene)?" The response from the audience is invariably a loud "Yes." Thereupon the pirate in the display falls over.

After each wrong-way scene and panel comment, the sound filmstrip then tells what is wrong in the preceding episode and shows how the situation should have been handled. Three panels are used for this part of the program. After each has performed, the audience is told to select the best "watch" (panels are called watches in keeping with the salty flavor of the program) by its applause. The best watch earns three keys for each man. The second receives two each and the third, one each. These keys may be green or red, depending on the luck of the recipient.

Each meeting chairman uses his own system for selecting panel members. One method is to include a commercial agent (salesman) in each panel. Whatever sales points the drivers on the panel might miss, the agent should be able to point out.

Panels are followed by a filmstrip entitled "The Miracle of Mr. Key."

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produced by Cinecraft Products, Inc., Cleveland, with copy and theme worked out by Railway's advertising agency, Fuller & Smith & Ross, Inc. The film is inspirational and designed to stimulate enthusiasm among employees for their jobs and their company.

Nothing Left to Chance

Nothing is left to chance in arranging for meetings. Sites are selected by the local offices who are familiar with the local hotel facilities and local personnel are used in every instance. The meeting guide outlines the subjects and points to be covered by every speaker as well as the material contained in the filmed skits. Outlines, rather than complete text, are used in the guide so that speakers will use their own words.

Railway has a big stake in its meeting program. Before 1952 it was running a yearly deficit of \$120 million. The company is about to seek another rate increase and wants its employees to understand why the increase is necessary and what a sound fiscal policy for the company means for the employee. Major emphasis at the meeting was built around the development of new business by drivers and others that come in contact with the public.

Worth-while

Is the meeting program worth the expense? According to a company spokesman, the cost of meetings in one area would only pay the salary of one and a half drivers for a year. The increased business stimulated by the meetings and incentive program will certainly beat anything that one and a half more men on the staff could accomplish. Therefore the meetings can't miss.

Railway knows that its volume can be increased substantially if the drivers do more than pick up and deliver packages. Much of the meeting material covered hints and suggestions on how drivers could get more business from the regular customers on their routes. The aim is to make every driver a salesman.

Produced after three months of active planning, the meeting and theme were developed by E. W. Hull, vice-president for sales. Props were produced in the company's own shops, and company personnel were used as much as possible, including the voices in the filmed skits.

Conventions

Trade Shows

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RECENT SHOWS: Westinghouse Electric Corp., top, Servel, Inc., middle, Frigidaire, Division, GMC, bottom. They use dozens of actors, tons of equipment, big budgets.

What's This Business About Industrial Show Business?

BY C. RANKIN BINGHAM

Companies are willing to spend as much as a million dollars for a theatrical production to launch a new product line. Industrial show business is not new, but there is a big new interest in it. Does it pay? Are there traceable results?

SM/APRIL 1, 1953

"There's No Biz without Show Biz" first appeared as a banner head in a recent issue of *Variety*, the weekly paper that is considered "must" reading for anyone connected with any aspect of show business. It would appear from the prominence *Variety* gave to this, that the theatrical presentation of product is relatively new.

Actually, industrial show business has been in existence for a number of years. We have been producing theatrical presentations for major industries for over 25 years. It is true, however, that theatrical presentations have aided in increasing sales results to a very marked degree.

Inside Information

Since industrial theater has received so much publicity in recent months, I have been asked to give readers of *SALES MEETINGS* a little inside information. It would be impossible, of course, in a single article to go deeply into every phase of industrial theater, but I shall try as best I can to give you an accurate picture of what industrial theater attempts to do—how it does it, and how effective it has proved.

Anybody can put on a show of some kind or other. Anybody who appears before the audience becomes a performer. Anybody who writes what the actor says is a writer. The man delegated to instruct the actors in their reading and movement is a director, and the men responsible for the over-all production is the producer. These are the people who are primarily responsible for the production. How good the production depends upon the background of staff.

We have found that while the amateur can have a good time performing and the audience can seem to enjoy the proceedings, the over-all impression usually is not good, and the sales results disappointing—if any sales at all result from such a show. Know-how is as important in the theater as it is in any phase of industrial production. The best production is done by professional theater people who have studied industry and its problems and who can, heretofore, say for industry in the most dramatically effective manner the things industry wants said.

It is tremendously important to remember that audiences associate closely the quality of the presentation with the quality of the product. No matter how good the product, if it is presented ineptly, it suffers greatly in prestige. Artistic presentation of product underscores confidence in the product that every distributor, dealer and salesman must have if he is to be expected to sell. An added point here

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About the Author

C. Rankin Bingham has produced industrial theatrical shows over a period of years for such companies as Arvin Industries, Inc., Admiral Corp., General Electric Co., Lewyt Corp. and Westinghouse Electric Corp. He is associated with Dramaturgy, Inc., Cleveland, which in addition, has produced shows for such companies as Cadillac Motor Car Division, Carrier Corp., York Corp., Capehart-Farnsworth Corp. and American Oil Co.

is that without know-how, the amateur runs into innumerable problems that would not arise under professional guidance. Loss in time, money and nerves may be more than the cost of a production done by professionals. It is for these reasons that more and more companies are calling in organizations that are equipped to dramatically present their product in the most effective and economical way.

You have no doubt heard of industrial theatrical shows costing over a million dollars. What most people do not know is that for every million-dollar show, many, many more cost anywhere from \$7,500 to \$75,000.

One of the first problems is to establish the budget. Three major factors must be considered: First, how many people the company expects to tell its story to; second, how much this is worth to them intrinsically; and, third, what is the best dramatic form for that amount of money?

Budget

The budget itself, however, is no indice to the success or failure of a show. A show might cost a million dollars and not help business percentage-wise comparable to a show that costs \$50,000. Conversely, a show that costs \$50,000 might be only mildly effective, where the expenditure of an additional \$25,000 might have turned it into a successful selling tool. In any event, management has found that better results are obtained by effective theatrical presentation than by any other means of wooing the buyer.

I have been asked if I have noted any difference in the reception of a show in different parts of the country. For example, in non-TV areas is the show better received than in areas not on the coaxial cable? Not to any appreciable degree. We are

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often playing to audiences that are not accustomed to live theater, we do not allow this consideration to make any difference whatsoever in the quality of the production. We would no more think of taking an inferior show to a theater-ignorant region than management would think of offering them an inferior product. As I have said before, and I cannot stress strongly enough, the quality of the presentation represents the quality of the product.

Live Entertainment

If a show is good, it will get an equally enthusiastic reception wherever it plays. That may be due in part to the fact that it is live entertainment. No mechanical means of reproducing theater, whether it be motion picture, radio or television, will ever take the place of the excitement and thrill engendered by the live actor.

I have been talking about the use of professional talent and know-how in the production of the industrial show. This does not mean that we professionals are against the use of company personnel in the show. As a matter of fact, we think it is a good idea. After all, nobody can talk about the product better than the man who knows the most about it. Who is as vitally interested in it and as enthusiastic about it as the company man who represents it? We must, however, allot considerable time to working with company personnel so that they will be able to make their presentation in the most effective manner. For this specific purpose, we have on our staff men who have had wide experience in the coaching of company personnel.

Frequency of Shows

I have been asked how often companies should put on industrial theatrical shows. When merchandise is hard to sell, more effort must be put on merchandising and promotion. The frequency and type of show varies directly with the change from a buyers' market to a seller's market. In 1940, some large companies put on as many as three shows a year: one to introduce the new product to their distributors; a second show to sell the product in the distributors' hands to the dealers; and a third show to move inventory prior to bringing out a new line.

Finally, I have been asked how one knows whether or not the industrial

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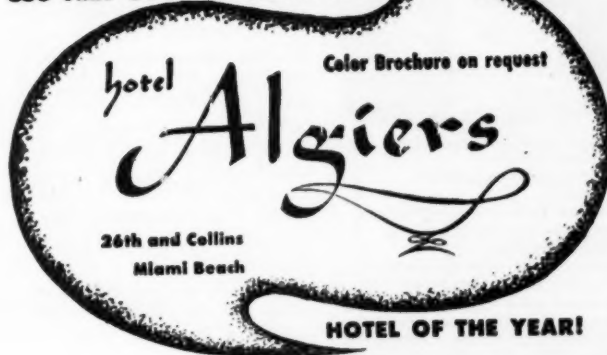
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theatrical show is worth-while. The answer to that is very simple. Check the results. The week following one of our shows in a mid-western city, the local distributor moved one-third of his total annual sales volume. In another city, one-sixth of last year's sales were signed in two days following the meeting. There are many examples of this. As a matter of fact, the sales effectiveness of an industrial show can be measured within a matter of hours after the final curtain. When you have produced an industrial theatrical show and the sales manager comes to you within six hours after the show and reports that for the first time he had sold carload lots as against part shipments, you know the show is paying off.

Organization

Now the question arises, what kind of an organization should we hire to produce the show? There are special qualities that a producing organization should have:

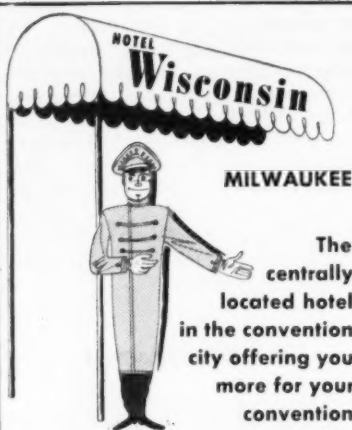
1. Its working personnel should have proven experience in both professional theater and merchandising. This includes script writers, scenic designers, lyricists, directors and technical specialists. The product is the star of the show. The promotion plan is the scenario.

2. It should have facilities of special nature. For example, it should have portable stages, turntables, tread mills, elevators, standard draperies and electrical equipment that can be used over and over to effect maximum economy. Equipment is usually developed especially for product presentation.

3. The producing company should be able to take over all or part of the details and the creative effort involved in producing the industrial theatrical show.

All or Nothing

Anybody can put on a show. Kids can raid the attic, wear grandma's old clothes and come up with a good deal of amusement for the price of two pins. After all, the theater has only one basic function—to attract and hold the attention of the audience from start to finish. When it comes to industrial theater, there are only two kinds of show—good and bad. There is no in-between. When people are asked to assemble for a show, intention of which is to sell them on a product, it had better be a good show. If it cannot be a good one, it would be far better not to have done a show at all.



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Convention Business

Newcomer

Welcome Wagon, Inc., the organization that sends representatives to new home owners to welcome them to the community on behalf of local shop keepers, is getting its feet wet in convention business. First departure for the organization is recorded in Philadelphia where its area supervisor, in the person of Mrs. Alexandria Best, has become official hostess for the Philadelphia Convention Bureau.

With growing numbers of wives making convention trips with husband delegates, the need for a hostess to entertain the ladies is a real one for most cities. Mrs. Best's major function is to create a program for wives of conventioners to keep them occupied while their husbands are attending sessions.

Mrs. Best's programs are flexible in order to allow wives to enjoy themselves and do things in which they are interested. For those women interest in antiques, for instance, a tour of antique shops is in order. At the National Roofing Contractors Assn. Convention, she took the wives to a previously arranged luncheon at Overbrook Country Club and a tour of Valley Forge National Park.

Trips are taken to the mint, other government buildings and historic places. Or, conventioners' wives might be taken to a fashion show in one of the leading department stores

whose cooperation Mrs. Best is anxious to cultivate in conjunction with the services of Welcome Wagon.

Programs can be complete and cover the entire convention or they might be simple and involve one project. At the International Association of Clothing Designers conclave, she helped wives of convention delegates set up a hospitality center.

Mrs. Best receives no compensation for her work with the Convention Bureau. She looks upon her convention work as a public relations project for Welcome Wagon and a vehicle with which to broaden her organization's field. The national Welcome Wagon organization is keeping its eye on the Philadelphia experiment, and, if it is successful, (all signs indicate it will be) it would like to incorporate the idea into convention bureaus throughout the country.

Dry Land Cruise

Batten down the hatches and bring along some dramamine. Chalfonte-Haddon Hall, Atlantic City, takes conventioners on a Caribbean "cruise" and they never leave the hotel.

Canning Machinery & Supplies Assn. turned its 1952 convention into a cruise and carnival with all the local color of Haiti, Cuba, Puerto Rico and Jamaica. Promotional mate-

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rial sent out by the Canners, in conjunction with Chalfonte-Haddon Hall, promised convention delegates all the delights of a Caribbean cruise and included in the color folder a menu for the Captain's Dinner which was written in Spanish (with English translation).

When conventioners arrived at the hotel for the Caribbean "cruise," they found the long area of one floor transformed by stage sets into a re-

mote and exotic island. The sets—three-quarters of a mile long—were produced by Cleon Throckmorton who flew up from Bermuda to paint the backgrounds. Mr. Throckmorton is a Broadway set designer.

Festivities begin as soon as the "gangplank" is lowered and the "passengers" cross over to the island setting—with shops filled with native handiwork, an artist's studio with an exhibition of paintings of the Carib-

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bean, airline offices and a market place complete with live goats and chickens.

After conventioners and wives finish shopping for West Indies novelties, they enter one of the four night clubs and bars. A calypso band plays for native calypso dancers. Another club has a rumba band and dancers, while marimbas, guitars, violins, bongos, drums and maracas resound through the palm-lined native streets.

Offering a little change in scenery, a line of cancan dancers from Martinique appear in one of the clubs to entertain. In all, 50 entertainers are on hand to make the evening's festivities complete. Each of the four shows is put on three times to allow the 1,500 guests to see the full gamut of West Indies entertainment.

"Cruise" entertainment is supplied by Howard Lanin Management, Inc., Philadelphia and New York. Much of the talent is imported from original locales.

Costs of erecting and dismantling sets, as well as all charges for personnel and entertainment, are borne by the convention group. The hotel paid for the original sets' construction.

When the Cannors got their "sea

legs" back, they attended meetings daily at Atlantic City Convention Hall where machinery, equipment and supplies were on display for the five-day convention.

The same Caribbean cruise is made available to any convention group that has approximately 1,500 delegates and wants this special evening of entertainment.

Nothing But Woes

New York City has troubles—the large economy size.

Grand Central Palace, the city's major trade show site, is sitting on the fence. Internal Revenue Department negotiated to take over the exhibit space of the Palace for office use. When the Palace management made known that negotiations were underway and that no trade shows would be scheduled in the building after October, the convention industry in the city howled. The uproar was sufficiently loud to reach Washington, and, soon after, the *New York Times* reported that income tax people had decided not to take over the building.

But, the story is not ended. Management of the building claims it has not been notified of any change in the Revenue Bureau's views on taking over the building, and is still going on the assumption that the deal will be made. It still will accept no trade show bookings.

When the Palace was first closed for future bookings, New York Convention and Visitors Bureau immediately set upon the task of finding a new site in an effort to keep part of the estimated \$60 million in business that would be lost without a show site. Kingsbridge Armory, in the Bronx, was selected as a substitute site by two shows, National Hotel Exposition and Institute of Radio Engineers. However, the huge Chemical Show that was staged in the Palace regularly immediately signed to go to Philadelphia.

The *New York Times* story, indicating that the Palace would be available again, put everyone on the spot. Shows that had signed for the Kingsbridge Armory began to ponder the possibility of cancelling and going back to the Palace. The Palace, while never admitting that Government negotiations were off, was left high and dry. If the story were so, it had lost business—had stopped selling its exhibit space. Could it sue the Government? Should it start selling for the future, or was the Government actually taking over the building according to original negotiations?



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The Palace has troubles? Well, consider the Convention Bureau. The proposed Coliseum, a large exposition hall and dream of the Bureau for years, will not be ready until sometime in 1956—maybe. The Bureau can't book shows on the basis of the Coliseum; nobody knows when construction will get underway, much less when it will be ready for occupancy.

With the Palace not accepting bookings, the Bureau must sell the Armory's facilities. But, what happens if the Palace is open to shows again? How will show management like the idea of being put into the Bronx when a Manhattan site is available?

What does the Bureau sell? It doesn't know. The Palace isn't sure of anything. Show managers don't know how to plan. Hotelmen are saddened and confused. There's a lot of business involved.

Perhaps when the smoke clears from March 15 activity, the Revenue Department will give the official word.

Meeting Practices

Latest results of SALES MEETINGS' continuing survey of sales meeting practices in industry indicate that 72% of national companies hold national sales meetings with an average of 1.14 national meetings a year for each.

Regional sales meetings are staged by 77% of the companies queried. Those that hold regional meetings average 5.59 meetings a year. Average attendance for regional meetings is 29; for national meetings, 84.

Current trends indicate more regional meetings and less national meetings in the future. Latest tally shows 21% of companies are staging less national sales meetings and 3% are holding more; 28% are holding more regional meetings and 8% are holding less. The remaining 30% are continuing the same number of meetings this year as last year.

Average company yearly budget for meetings is \$19,623. Visual aids are used by 89% of companies at sales meetings. Slides are used by 57%; filmstrips by 33%; exhibits, charts and other aids by 72%. More than half of all companies use two or more kinds of visual aids at meetings.

Of all national sales meetings, 69.6% are held in hotels. Hotels are sites for 65.6% of all regional meetings. Professional organizations are called upon by 17% of companies to supply entertainment and theatrical talent for sales meetings.

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Williamsburg Inn & Lodge

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Grant M. Washburn, Williamsburg Inn, Williamsburg, Va. or call N. Y. Res. Off., Circle 6-8896.

The Whole Town Got Into the Act

(Continued from page 14)

lathe was set up, on which a billet of steel was being cut by a Carboloy tool. The tool had been fabricated in the plant, thus permitting visitors to see an actual application of the product. Last aisle of the tour included an inspection of offices, dispensary, locker rooms, and a special display of the new addition to the plant which was then being started, to house the manufacturing of Carboloy Alnico permanent magnets. As visitors left the building, a Carboloy representative thanked them for their visit, gave youngsters lollipops and directed visitors to exhibits and demonstrations in the tent area.

A press room with telephone, typewriters and photographer was set up in the plant for newspaper and radio representatives. Press kits containing photographs, facts on the new plant and excerpts from talks to be given that evening were given to press, radio and TV representatives. A live broadcast was made from the plant by Station WFLY, Alma, during the afternoon. This station also recorded the evening program for a subsequent broadcast. Station WGEN, Mt. Pleasant, made a recording during the day which was broadcast later.

Besides exhibits, the tent area included four refreshment stands, manned by local civic club members, where visitors could get free ginger ale, milk or coffee. An ambulance and registered nurse were on the grounds throughout the celebration, and a doctor was on call at all times. Outside the tent area, two rest room tents had been set up to prevent crowding of facilities in the plant proper.

Events in the tent area were planned to keep visitors busy for several hours, and were a combination of entertainment, education and participation.

Fortunately, a new parking lot had recently been completed adjacent to the plant which furnished a fine surface for putting up tents. Tents were arranged in a large rectangle, with a court or "midway" in the center. The arrangement included two movie tents, each seating about 200 people. In one, the Cluett-Peabody film "Enterprise" was shown at 45-minute intervals. As you probably know, this film is an excellent technicolor movie telling the story of what happened to a small town when an industry was established there. It tied in perfectly

with aims of our celebration, and was well received. In the other movie tent, "Everyday Miracles," telling of the discovery and development of Carboloy cemented carbides, how they are made and where they are used, was shown. Harding College color cartoon "Going Places," giving some entertaining facts on American business, was a companion film.

Opinion Meter

Opinion meter demonstrations were put on every 15 minutes in the next tent, which accommodated about 50 people at a time. Opinion meter is a G-E device that instantly measures group opinions, and it offered another good means of combining entertainment, education and participation. Each "voter" holds a small dial, which is connected to a large dial on the platform. The director asks questions and visitors can vote "yes" or "no," if the question calls for a direct answer, or can indicate the degree of his feeling anywhere from zero to 100 by turning the knob on his voting station. A pointer on the large dial on the platform immediately gives result of group feeling. In addition to purely amusing questions, the director occasionally worked in a question about profits, taxes, or Carboloy products or community activities, getting across once again some economic facts, and product and company information.

A display of the complete Carboloy product line occupied another tent. The display was the original one from the American Society of Tool Engineers Show, Chicago, where it attained national recognition. Of course, for use in the open house, explanatory captions had to be reworded considerably to make them more understandable to a lay audience. Sales representatives were on hand at all times in this display to explain products, applications, and to answer questions.

In another tent, Junior, G-E walking, talking and singing refrigerator, put on frequent performances. Besides his usual patter, he also worked in some good references to Carboloy carbides, and how they were used to help make him and many other common household products. He, too, managed to get across some interesting economic facts.

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ing place for the evening program, the main tent (60 x 270) was put to good use at all times during the entire celebration. TV interviews were the attraction during the afternoon in the main tent. Since this tent was so large, a closed TV circuit was installed and operated by Station WWJ-TV, Detroit, utilizing its mobile transmitter, which was parked just outside the main tent entrance. Two cameras were set up opposite the speakers platform, and eight 20-inch receivers, furnished by G.E. Supply Corp., Grand Rapids, were placed throughout the tent so that everyone could get a close-up view of what was going on on the platform. One set was placed on the platform itself, facing the microphone, so that guests could simply walk on the platform and see themselves on the TV screen. Carboloy sales and marketing personnel, on hand at all times, did a professional-caliber job of interviewing visitors. Here again, in addition to the usual patter, interviewers worked in references to product, company and economic facts, achieving again the combination of entertainment and participation with education. This feature was extremely popular, resulting in a steady stream of visitors before the cameras. And it proved interesting not only to those who were seeing themselves on the screen, but also to spectators viewing the proceedings on receivers scattered throughout the tent.

Box Lunches

The main tent was used as the "dining hall" between 4:30 and 7:30 PM. During these hours, guests could turn in their free box-lunch tickets at one of two refreshment tents, get their box lunches and take them into the main tent. Local community-service club people helped pass out box luncheons and beverages and take tickets. Box lunches were prepared by the same organization that supplies the cafeteria in our Detroit plant (Nationwide Food Service). They were selected for the catering job since their bid was very reasonable, they had adequate insurance coverage, and because we were familiar with the quality of service. Preparation of lunches was timed for maximum freshness, and just about an hour and a half before the supper period, 4,000 box lunches were delivered. Each box contained two good-size sandwiches (ham and cheese), generous portion of baked beans and coleslaw, each in a separate container, olives, pickles and relishes,

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mustard, salt and pepper, and two cupcakes. A continuous program was run from 4:30 to 7:45 to keep people entertained until start of the evening program at 8 PM. The continuous program, besides additional TV interviews, included organ recitals, concert by Edmore High School band, appearances of a local barber shop quartette, and brief variety vaudeville show.

At 8 PM the evening program began. All of the 3,000 folding chairs (supplied by the Ionia County Fair Association at the very nominal charge of five cents a chair) were filled, and there were even a few standees around tent entrances. On the platform were seated representatives of community, company and committee members. The program opened with the singing of the national anthem by the audience, followed by invocation. Guests introduced by Kenneth R. Beardslee, general manager, Carbolov, included Justin R. Whiting, chairman of the board, Consumers Power Company; J. C. Morrison, Edmore Plant manager; and Chester H. Lang, vice president, public relations, General Electric, who gave the main address: "Edmore—A New Witness for Confidence."

The evening program in the main tent ended at 9 PM. From 9 PM to 10 PM all other activities were resumed for any late comers who might wish to take the plant tour or see exhibits and demonstrations.

Follow-Up

Within a few days after the open house, thank-you letters were sent out to all those who sent congratulatory messages and flowers, as well as to all those who had helped in staging the celebration—both employees and community people. A "thank you" ad was run in four local weeklies in their issues following the open house. As a later publicity follow-up, a cartoon of highlights of the celebration, drawn by the Carbolov Department cartoonist, was furnished to local weekly newspapers.

Colored movies, which were taken throughout the day, upon completion of editing and addition of a sound track, will be made available to community groups soon, as an additional and entertaining (we hope) reminder of the event.

The hundreds of favorable comments made during and after the celebration (and the fact that it is still mentioned in the community) convince us that the affair was a huge success. While the total number of

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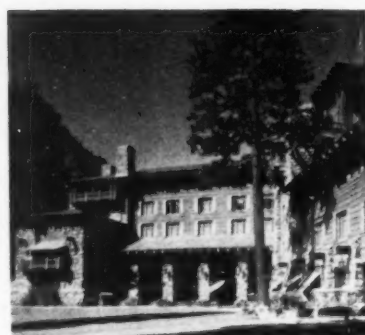
Edgar A. Sweet,
Sales Mgr.



6,000 who took the plant tour may not seem impressive compared with the turnout in a large town or city, it is more impressive when it is considered that it represents about 30% of the entire population of the invitation area. Moreover, most guests stayed for several hours (many of them stayed for the entire length of the program), multiplying the opportunities for us to get our story across to a perfect "voluntary captive" audience.

Celebration Paid

We believe we got our product story across well. Interest shown and questions asked, both in the plant tour and in the product exhibit, proved that with the right treatment an industrial product of a highly specialized nature can be explained and demonstrated to lay people of the community in a way that will make them proud of the quality and performance of the product and the importance of its contribution to American industry. As for getting across the facts on our pay, benefits and working conditions—although many of the visitors were no doubt aware of them through newspaper advertisements and mailings to community leaders during preceding months—the celebration gave us an opportunity to review with the added advantage of having the audience in person. Many comments were heard about plant cleanliness, lighting and the other health and safety measures that were in evidence. Of course, the whole celebration itself was one more proof of the intent of the new industry in the community to be a good neighbor. There was a favorable reaction to the courtesy and kindness of all Carboly people who acted as guides, committee members, etc. The whole celebration, we believe, did a great deal to help convert the concept of a good neighbor from the great, vague "they" into that of individual human beings. Our goal of getting across economic facts, we believe, was also reached. It would have been hard for guests to come away from the celebration without the impression that (1) it takes quite a bit of money to set up each of the new jobs brought to the community; (2) share-owners who put up money deserve a fair return on their investment; (3) it is not the easiest job in the world to make a profit; (4) the customer is the real boss; and (5) industry is trying hard—and with great success—to meet its many obligations not only to employees and community, but to customers, share-owners and the nation.



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EXHIBITOR'S CALENDAR

Expositions, Fairs and Trade Shows as Announced for the Next 4 Months

Accounting

Insurance Accounting & Statistical Assn.
May 14-16 '53, Chicago, Attend.—1,000
L. J. Hale, P. O. Box 139, Kansas City, Mo.

Institute of Internal Auditors
May 17-19 '53, Cleveland, Attend.—600
Bradford Cadmus, 120 Wall St., New York 5, N. Y.

Natl. Assn. of Cost Accountants
Jun. 14-19 '53, Los Angeles, Attend.—2,500
Arthur B. Gunnerson, 505 Park Ave., New York 22, N. Y.

Natl. Machine Accountants Assn.
Jun. 18-19 '53, Milwaukee, Attend.—1,200
Ralph Moe, 1923 University Ave., St. Paul, Minn.

Canadian Society Industrial Cost Accountants
Jun. 24-26 '53, Halifax, Attend.—300
J. N. Allan, 66 King St., E., Hamilton, Ont.

Advertising

Mail Advertising Service Assn. Western Conv.
Apr. 24-27 '53, Los Angeles, Attend.—150
Paul Krupp, 228 S. Los Angeles, Los Angeles 12, Calif.

Advertising Agencies Assn. Southern Calif.
Apr. 30-May 2 '53, San Diego, Attend.—125
E. L. Taggart, 7364 Beverly Blvd., Los Angeles, Calif.

Export Advertising Assn.
May 7 '53, New York, Attend.—800
John Burke, McGraw Hill Intl. Publications, New York, N. Y.

Public Utilities Advertising Assn.
May 7-8 '53, St. Louis, Attend.—150
Paul L. Penfield, 2000 2nd St., Detroit 26, Mich.

Newspaper Advertising Mgrs. Assn. Calif.
Jun. 4-7 '53, San Francisco, Attend.—150
A. T. Horn, Berkely Daily Gazette, Berkely, Calif.

Advertising Federation of Amer.
Jun. 14-17 '53, Cleveland, Attend.—800
Elon G. Borton, 330 W. 42nd St., New York 18, N. Y.

Natl. Assn. of Advertising Distributors
Jul. 4-5 '53, French Lick, Ind., Attend.—75
Don Walters, 509 W. Third St., Cincinnati, Ohio

First Advertising Agency Group
Jul. 8-11 '53, Seattle, Attend.—80

Gene Curtis, 437 E. Broadway, Long Beach, Calif.

Agriculture

Kansas Grain Feed & Seed Dealers Assn.
May 1-2 '53, Topeka, Attend.—500
Orrie E. Case, 823 Wiley Bldg., Hutchinson, Kan.

American Poultry & Hatchery Federation
Jul. 28-31 '53, Milwaukee, Attend.—10,000
Don W. Turnbull, 15 W. 10th St., Kansas City 6, Mo.

Amusement

Society of Amer. Magicians
May 30 '53, Cincinnati, Attend.—700
Wynn Boyer, 93 Central St., Forestville, Conn.

Apparel, Fashion & Textile

Linen Supply Assn. of Amer.
Apr. 19-23 '53, Hollywood, Fla., Attend.—800
H. V. Hedeen, 22 W. Monroe St., Chicago 3, Ill.

These Listings Not Complete

Space does not permit complete listings of all trade shows, expositions and fairs scheduled. A quarterly directory of all conventions and shows is available.

For complete schedules of all conventions, trade shows, expositions and fairs for 1953 and beyond, consult SALES MEETINGS' Directory of Conventions and Trade Shows.

The Directory is made available to subscribers of SALES MANAGEMENT only at \$5.00 a year. Issued quarterly, the Directory is cross indexed by industry for easy reference to meetings and shows in your industry and allied fields.

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- Show executive's name and address

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Knitting Arts Exhibition

Apr. 27-May 1 '53, Atlantic City, Attend.—4,000
Albert C. Rau, 332 Park Sq. Bldg., Boston, Mass.

Garment Mfg. Assn. of Pacific Coast Reg.

May 28-31 '53, Coronado, Calif., Attend.—500
Fred Pruter, 70 Dorman St., San Francisco, Calif.

Calif. Apparel Creators

Jun. 7-10 '53, Los Angeles, Attend.—1,000
Wm. C. Kent, 756 S. Broadway, Los Angeles 4, Calif.

Work Clothes & Sportswear Show

Jun. 13-18 '53, New York
A. J. Rozett, P. O. Box 85, East Station, Yonkers, N. Y.

Millinery Displayers Assn.

Jun. 25-31 '53, Chicago
Mathew S. Gieres, 515 Briar Place, Chicago 14, Ill.

Men's Apparel Club of New York State

Jun. 28-Jul. 1 '53, Buffalo, Attend.—1,000
Wm. Bentley, 39 Academy St., Skaneateles, N. Y.

Men's Apparel Club of New England

June. 28-Jul. 2 '53, Boston, Attend.—400
Louis Freedman, 99 Chauncy St., Boston 11, Mass.

Men's Apparel Club of N. W. Reg.

Jun. 28-Jul. 1 '53, Seattle, Attend.—1,000
Ben Ludlow, New Washington Hotel, Seattle, Wash.

Master Furriers Guild of Amer.

Jul. 3-5 '53, Boston, Attend.—350
Henry Rosley, 11 W. 42nd St., New York, N. Y.

International Exposition of Fabrics Fibres & Yarns

Jul. 26-Aug. 2 '53, New York, Attend.—50,000
Arthur Tarshis, 12 W. 72nd St., New York 23, N. Y.

Armed Services

Armed Forces Communications Assn.

May 14-16 '53, Dayton, Attend.—500
Col. G. P. Dixon, 1624 Eye St., N. W., Washington 6, D. C.

Art

American Industrial Arts Assn.

Apr. 28-May 2 '53, Detroit, Attend.—700
D. Arthur Bricker, 123 E. 9th St. Cincinnati 2, Ohio

Amateur Artists Assn. of Amer.

May 4-11 '53, New York
American Artist, 24 W. 40th St., New York 18, N. Y.

Natl. Amateur Art Festival

May 16-24 '53, New York
Snitow & Yeager, 331 Madison Ave., New York, N. Y.

Automotive

Society Automotive Engrs. Natl. Aeronautic Mtg.

Apr. 20-23 '53, New York
J. A. C. Warner, 29 W. 39th St., New York 18, N. Y.

Automotive Service Industries Show—Mid Atlantic Reg.

Apr. 20-25 '53, Philadelphia
Charles H. Bauer, 2453 Frankford Ave., Philadelphia 25, Pa.

Automotive Engine Rebuilders Assn.

May 4-7 '53, Cincinnati, Attend.—850
R. G. Patterson, 419 N. Capitol Ave., Indianapolis, Ind.

Southeast Automotive Show

May 22-24 '53, Miami, Attend.—5,000
Foster B. Stewart, 1036 Peachtree St., N.E., Atlanta, Ga.

Auto Accessory Exhibit

Jun. 22-25 '53, Chicago, Attend.—5,000
R. G. Ames, 1414 S. Michigan Ave., Chicago, Ill.

Aviation

Natl. Pilots Air Meet & Races

May 18-19 '53, Chattanooga, Attend.—30,000
Louis Hall, 343 W. 1st St., Chattanooga, Tenn.

Shawnee Air Fair & Industrial Exposition

Jun. 6-7 '53, Shawnee, Okla., Attend.—50,000
Jerry Casey, 2009 N. Broadway, Shawnee, Okla.

International Aviation Exposition

Jun. 9-11 '53, Detroit, Attend.—140,000
Jas. V. Votta, 901 Book Bldg., Detroit 26, Mich.

International Aviation Trade Show

Jun. 9-11 '53, New York
Leopold & Connelly, 697 McAlpin Hotel, New York, N. Y.

Banking, Credit & Finance

Natl. Assn. of Mutual Saving Banks

May 11-13 '53, Washington, D. C., Attend.—1,000
J. W. Sanstedt, 60 E. 42nd St., New York 17, N. Y.

Natl. Assn. of Credit Men

May 17-21 '53, Montreal, Que., Attend.—2,000
Fred H. Schrop, 229 4th Ave., New York 3, N. Y.

Bankers Assn. of Illinois

Jun. 2-4 '53, St. Louis, Attend.—1,000
Kirke Sutherland, 105 W. Monroe St., Chicago, Ill.

American Institute of Banking

Jun. 8-12 '53, Cleveland
Robert J. Stiehl, 12 E. 36th St., New York 16, N. Y.

Natl. Retail Credit Assn.

Jun. 21-24 '53, Los Angeles, Attend.—2,000
L. S. Crowder, 375 Jackson Ave., St. Louis 3, Mo.

Assn. Credit Bureaus of Amer.

Jun. 22-25 '53, Los Angeles, Attend.—1,000
H. A. Wallace, 7000 Chippewa St., St. Louis 19, Mo.

Building & Building Materials

Building Officials Conf. of Amer.

May 31-Jun. 7 '53, Dallas, Attend.—350
A. H. Baum, 426 City Hall, St. Louis, Mo.

Store Modernization Building & Maintenance Show

Jun. 9-12 '53, New York
John W. Evans, 20 E. 55th St., New York 22, N. Y.

American Institute of Architects

Jun. 16-19 '53, Seattle, Attend.—1,500
J. W. Rankin, 1741 New York Ave., N. W., Washington 6, D. C.

Business & Management

Management Conf. Pacific Coast Reg.

Apr. 21-22 '53, Berkeley, Attend.—500
Everett Van Every, 2180 Milvia St., Berkeley, Calif.

New Haven Business Show

Apr. 22-24 '53, New Haven
Milton Cottler, 220 Park St., New Haven, Conn.

Natl. Assn. of Sales Executives

Jun. 7-11 '53, Atlantic City, Attend.—1,500
Robt. A. Whitney, 136 E. 57th St., New York 22, N. Y.

Cemeteries & Funeral Directors

Funeral Directors Assn. of Kansas

May 5-7 '53, Topeka, Attend.—500
Harry E. Jolley, 417 Capitol Federal Bldg., Topeka, Kan.

Funeral Directors Assn. of Wis.

May 12-14 '53, Milwaukee, Attend.—1,150
Harold J. Ruidl, 5920 W. North Ave., Milwaukee 8, Wis.

Funeral Directors Assn. of New York

Jun. 8-10 '53, Saranac Lake, N. Y., Attend.—700
George Goodstein, 369 Lexington Ave., New York 17, N. Y.

Funeral Directors Assn. of Illinois

Jun. 8-10 '53, Chicago, Attend.—2,000
Eugene F. Foran, 475 Citizens Bldg., Decatur, Ill.

Funeral Directors Assn. of Pa.

Jun. 2-4 '53, Harrisburg, Pa., Attend.—2,000
L. W. Price, 36 W. 3rd St., Harrisburg, Pa.

Ceramics, Glass & Pottery

Natl. China Glass & Pottery Show

Jul. 19-24 '53, New York, Attend.—4,000
W. E. Little, 220 5th Ave., New York 1, N. Y.

Chambers of Commerce

Calif. Junior Chamber of Commerce

May 11 '53, Santa Cruz, Attend.—1,300
Homer F. Caswell, 350 Bush St., San Francisco 4, Calif.

Chemistry

Chemical Specialties Mfrs. Assn.

May 17-19 '53, Chicago, Attend.—500

H. W. Hamilton, 110 E. 42nd St., New York 17, N. Y.

American Assn. Cereal Chemists

May 24 '53, Buffalo, Attend.—500
Dr. J. A. Anderson, Brd. of Grain Commrs.,
Winnipeg, Canada

Chemical Institute of Canada

Jun. 4-6 '53, Windsor, Ont., Attend.—800
G. T. Page, 18 Rideau St., Ottawa, Ont.

Cleaning, Dyeing & Laundry

Laundry & Cleaner Allied Trades Assn.

Apr. 23-25 '53, Hollywood, Fla., Attend.—350
R. R. Johnson, 95 Liberty St., New York 6, N. Y.

Coal & Petroleum (Also see Minerals & Mining)

Petroleum Industry Electrical Assn.

Apr. 7-9 '53, Houston, Attend.—750
H. A. Rhodes, Transcontinental Gas Co.,
Houston, Texas

American Assn. of Petroleum Geologists

Apr. 19-23 '53, Houston, Attend.—3,500
J. P. D. Hull, Box 979, Tulsa 1, Okla.

Liquefied Petroleum Gas Assn.

May 4-6 '53, Chicago, Attend.—2,500
Arthur C. Kreutzer, 11 S. LaSalle St., Chi-
cago, Ill.

Indiana Coal Merchants Assn.

May 18-20 '53, French Lick, Ind., Attend.—700
J. S. Weber, 604 Merchants Bank Bldg., In-
dianapolis 4, Ind.

Containers & Packaging

Produce Prepackaging Assn.

Apr. 1-9 '53, Cincinnati, Attend.—500
R. A. Cooper, 1250 E. Main St., Stanford,
Conn.

Natl. Packaging Exposition

Apr. 20-23 '53, Chicago, Attend.—8,500
Clapp & Poliak Inc., 341 Madison Ave.,
New York 17, N. Y.

Natl. Barrel & Drum Assn.

May 7-8 '53, Chicago, Attend.—100
Margaret Smith, 1025 Conn. Ave., N.W.,
Washington 6, D. C.

Natl. Paper Box Manufacturers Assn.

May 17-20 '53, Boston, Attend.—500
G. L. Nordstrom, 1106 Liberty Trust Bldg.,
Philadelphia 7, Pa.

Dental

Wisconsin State Dental Assn.

Apr. 6-9 '53, Milwaukee, Attend.—2,000
Kenneth F. Crane, 1233 Bankers Bldg.,
Milwaukee 2, Wis.

Kentucky State Dental Assn.

Apr. 7-9 '53, Louisville, Attend.—1,300
Dr. A. B. Coxwell, 1976 Douglass Blvd.,
Louisville, Ky.

Alabama Dental Assn.

Apr. 9-11 '53, Montgomery, Attend.—500
Dr. Frank Finney, 1045 Forrest Ave., Gads-
den, Ala.

California State Dental Assn.

Apr. 12-15 '53, San Francisco, Attend.—4,000

Michigan State Dental Society

Apr. 20-22 '53, Detroit
Henry C. Gerber, 1514 Olds Tower, Lans-
ing 8, Mich.

American Assn. of Orthodontists

Apr. 26-30 '53, Dallas, Attend.—800
Dr. George R. Moore, Box 8, Ann Arbor,
Mich.

Massachusetts State Dental Society

May 3-6 '53, Boston, Attend.—4,000
F. T. Maloney, 227 Commonwealth Ave.,
Boston, Mass.

Iowa State Dental Society

May 4-6 '53, Des Moines, Attend.—1,500
Dr. Harry I. Wilson, 639 Insurance Exchange
Bldg., Des Moines, Iowa

Virginia Dental Assn.

May 4-6 '53, Roanoke
Dr. J. E. John, 804 Medical Arts Bldg.,
Roanoke, Va.

Maryland State Dental Assn.

May 4-6 '53, Baltimore, Attend.—700
E. L. Passagno, Jr., 415 Medical Bldg.,
Baltimore 1, Md.

Kansas State Dental Assn.

May 10-13 '53, Kansas City, Attend.—3,000
Dr. Fred A. Richmond, 861 Brotherhood
Bldg., Kansas City, Kan.

Texas State Dental Society

May 10-14 '53, Houston, Attend.—2,500
Dr. Willard Ogle, 3607 Gaston Ave., Dallas,
Texas

Nebraska Dental Assn.

May 11-13 '53, Lincoln, Attend.—950
Dr. F. A. Pierson, 1112 Federal Security
Bldg., Lincoln 8, Nebr.

Illinois State Dental Society

May 11-14 '53, Peoria, Attend.—800
Paul W. Clopper, 623 Jefferson Bldg.,
Peoria 2, Ill.

Dental Society of New York

May 12-15 '53, New York, Attend.—3,000
Dr. Charles A. Wilkie, 1 Hanson Place,
Brooklyn 17, N. Y.

Ontario Dental Assn.

May 17-20 '53, Toronto, Attend.—1,500
Miss Dorothy Jutton, 234 St. George St.,
Toronto, Ont.

Connecticut State Dental Assn.

May 20-22 '53, Hartford, Attend.—1,000
Dr. E. S. Arnold, 37 Linnard Rd., West
Hartford, Conn.

Northeastern Dental Society

Jun. 7-10 '53, Swampscott, Mass., Attend.—1,500
Ernest Crossland, Malden, Mass.

Education

Inland Empire Education Assn.

Apr. 1-3 '53, Spokane, Attend.—3,000
R. C. Anderson, W. 503 4th Ave., Spokane
9, Wash.

Business Teachers Assn. Eastern Reg.

Apr. 1-4 '53, New York, Attend.—1,200
B. A. Shilt, 722 City Hall, Buffalo, N. Y.

Natl. Art Education Assn.

Apr. 6-11 '53, St. Louis, Attend.—2,000
I. L. DeFrancesco, State Teachers College,
Kutztown, Pa.

Natl. Catholic Educational Assn.

Apr. 7-10 '53, Atlantic City, Attend.—2,000
James E. Cummings, 1785 Massachusetts
Ave., N. W., Washington, D. C.

Natl. Education Assn. Dept. Intl. Cl. for Exceptional Children

Apr. 8-11 '53, Boston, Attend.—1,500

Harley Z. Wooden, 1201 16th St., N. W.,
Washington 6, D. C.

Natl. Assn. of College Stores

Apr. 19-22 '53, New York, Attend.—1,000
Russell Reynolds, 33 W. College St., Ober-
lin, Ohio

American Assn. Health Physical Educ. & Recre. Eastern Div.

Apr. 19-23 '53, Pittsburgh, Attend.—1,000
Arthur Weigle, Univ. of Pittsburgh, Pitts-
burgh, Pa.

Indiana Industrial Educational Assn.

Apr. 29-May 1 '53, Hammond, Attend.—600
Gordon O. Johnson, Shortridge High School,
Indianapolis 7, Ind.

Commercial Education Assn.

May 16 '53, New York, Attend.—1,000
Sidney Klevorick, Central Commercial High
School, New York, N. Y.

Wisconsin Assn. for Vocational & Adult Education

May 18-20 '53, Milwaukee, Attend.—1,000
C. D. Rejahl, 114 N. Carroll, Madison, Wis.

Vocational Assn. of Pa.

June, 17-19 '53, Eagles Mere, Pa., Attend.—700
Ralph O. Gallington, Pa. State College,
State College, Pa.

American Home Economics Assn.

Jun. 23-27 '53, Kansas City, Attend.—3,500
Mrs. Gertrude N. Stieber, 1600 20th St.,
N. W., Washington, D. C.

Natl. Educational Assn. Dept. of Audio- Visual Instruction

June, 29 '53, Miami Beach, Attend.—800
J. James McPherson, 1201 16th St., N. W.,
Washington 6, D. C.

Electrical

Electrical Manufacturers Rep. Assn.

Apr. 7-9 '53, Baltimore, Attend.—3,000
Leo T. McCourt, 11 E. 25th St., Baltimore
2, Md.

Progress in Electrical Equipment

Apr. 22-24 '53, St. Louis, Attend.—4,000
Carl H. Christine, 1221 Locust St., St. Louis
3, Mo.

Natl. Assn. of Electrical Distributors

May 24-30 '53, Chicago, Attend.—2,500
Alfred Byers, 290 Madison Ave., New York
17, N. Y.

Electronics, Radio & Television

New England Radio Engineering

Apr. 24-25 '53, Boston, Attend.—1,000
A. J. Pate, Harvard Univ., Cambridge, Mass.

Natl. Assn. of Radio & TV Broadcasters

Apr. 26-30 '53, Los Angeles, Attend.—2,500
C. E. Arney, Jr., 1771 N Street, N. W.,
Washington 6, D. C.

Radio Parts & Electronic Equip. Shows

May 17-21 '53, Chicago, Attend.—10,000
K. C. Prince, 11 S. LaSalle St., Rm. 1500,
Chicago 3, Ill.

American Radio Relay League

Jul. 8-11 '53, Houston, Attend.—2,000
Bill Case, Box 66, San Antonio, Texas

Engineering

American Society of Lubrication Engineers

Apr. 13-15 '53, Boston, Attend.—1,500
W. P. Youngclaus, 343 S. Dearborn St.,
Chicago 4, Ill.

New Jersey Society of Professional Engineers

Apr. 17-18 '53, Newark, Attend.—1,500
C. J. Dodge, 86 E. State St., Trenton, N. J.

New York Society Professional Engineers
Apr. 23-25 '53, New York, Attend.—1,000
Herald Beckjorden, 1941 Gd. Central Terminal, New York, N. Y.

American Soc. of Mech. Engineers—Oil & Gas Power Conf. & Exhibit

May 24-28 '53, Milwaukee, Attend.—500
O. B. Schier, 29 W. 39th St., New York 18, N. Y.

American Soc. for Quality Control
May 27-29 '53, Philadelphia, Attend.—1,200
Wm. Messer, 6901 Elmwood Ave., Philadelphia 42, Pa.

Fairs

Hastings Show of Progress

Apr. 20-24 '53, Hastings, Attend.—12,000
Bob Garey, Box 104, Hastings, Nebr.

Natl. Orange Show

May 19-29 '53, San Bernardino, Attend.—207,000
Earl E. Brill, P. O. Box 29, San Bernardino, Calif.

Canadian Intl. Trade Fair

June, 1-12 '53, Toronto, Attend.—80,000
C. C. Hoffman, Exhibition Grounds, Toronto, Ont.

San Francisco World Trade Fair

Jun. 24-28 '53, San Francisco, Attend.—50,000
Clarence Myers, 607 Market St., San Francisco, Calif.

Edmonton Exhibition

Jul. 13-18 '53, Edmonton, Alta, Attend.—316,000
Barbara E. Bannerman, Exhibition Grounds, Edmonton, Alta.

North Dakota State Fair

Jul. 27-Aug. 1 '53, Minot, Attend.—76,000
R. G. Finke, Fairgrounds, Minot, N. D.

Firemen

New York State Assn. of Fire Chiefs

Jun. 14-17 '53, Watertown, Attend.—450
Chief H. F. Drake, Clinton Corners, N. Y.

Michigan Firemen's Assn.

Jun. 15-17 '53, Benton Harbor, Mich., Attend.—800
Capt. Lowell Downing, #2 Fire Hall, Port Huron, Mich.

Colorado Firemen's Assn. Conv. & Fire School

June, 17-29 '53, Pueblo, Attend.—1,200
A. J. Becker, 4250 Stuart St., Denver 12, Colo.

Fish

Natl. Fisheries Institute

Apr. 13-15 '53, Washington, D. C., Attend.—700
C. E. Jackson, 724 9th St., N. W., Washington, D. C.

Flowers & Gardens

California Spring Garden Show

Apr. 30-May 8 '53, Oakland, Attend.—115,000
Ned S. Rucker, 920 Fallon St., Oakland 7, Calif.

American Rose Society

June, 25-27 '53, St. Paul, Attend.—500

Dr. R. R. Allen, P. O. Box 687, Harrisburg, Pa.

Texas State Florists Assn.

Jul. 5-8 '53, Ft. Worth, Attend.—1,200
Ray McCulloch, 1615 5th Ave., Ft. Worth, Texas

Allied Florists & Growers of Canada

Jul. 6-8 '53, Regina, Sask., Attend.—400
J. A. Whitmore, 10 Adelaide St., E., Toronto, Ont.

American Assn. of Nurserymen

Jul. 19-23 '53, New York, Attend.—900
Dr. R. P. White, 636 Sout. Bldg., Washington 5, D. C.

Food & Food Processing

Natl. Independent Meat Packers Assn.

Apr. 27-29 '53, Chicago, Attend.—2,500
C. B. Heinemann, 740 11th St., N. W., Washington 1, D. C.

Assn. of Operative Millers

May 17-22 '53, Minneapolis, Attend.—1,000
Donald S. Eber, 639 Board of Trade Bldg., Kansas City 6, Mo.

New Jersey Merchants Assn.

May 23-25 '53, Asbury Park, Attend.—5,000
Fred Kaminows, 30 Journal Square, Jersey City, N. J.

Super Market Institute

May 24-28 '53, Cleveland, Attend.—10,000
Don Persons, 500 N. Dearborn St., Chicago 10, Ill.

Natl. Retail Tea & Coffee Merchants Assn.

Jun. 7-11 '53, Chicago
Oliver J. Corbett, 1441 Merchandise Mart, Chicago, Ill.

Southern Wholesale Confectioners Assn.

Jun. 10-12 '53, New Orleans, Attend.—1,000
O. J. McLane, 119 Courtland St., S. E., Atlanta, Ga.

Confectionery Industry Exposition

Jun. 14-18 '53, New York, Attend.—3,500
Philip P. Gott, 221 N. LaSalle St., Chicago 1, Ill.

Natl. Assn. Retail Grocers of U. S.

Jun. 14-18 '53, Chicago, Attend.—15,000
Mrs. R. M. Keifer, 360 N. Michigan Ave., Chicago 1, Ill.

Institute of Food Technologists

Jun. 21-24 '53, Boston, Attend.—1,200
Chas. S. Lawrence, 176 W. Adams St., Chicago 3, Ill.

Forestry, Lumber & Millwood

Southern Calif. Retail Lumber Assn.

Apr. 7-9 '53, Los Angeles, Attend.—1,750
Orrie W. Hamilton, 111 W. 7th St., Los Angeles 14, Calif.

Southern Pine Assn.

Apr. 8-10 '53, New Orleans, Attend.—500
H. C. Berckes, Natl. Bank of Commerce Bldg., New Orleans, La.

American Wood Preservers' Assn.

Apr. 28-30 '53, Cleveland, Attend.—850
W. A. Penrose, 830 17th St., N. W., Washington 6, D. C.

Gifts & Jewelry

Copley Antique Show

Apr. 6-9 '53, Boston
Mrs. Dorothy Hazen, 660 Madison Ave., New York 21, N. Y.

Oklahoma Retail Jewelers Assn.

Apr. 12-13 '53, Oklahoma City, Attend.—750
H. C. Stuhr, 312 W. Main St., Oklahoma City, Okla.

New York Antiques Fair

Apr. 13-18 '53, New York
C. J. Nuttall, 660 Madison Ave., New York 21, N. Y.

Pittsburgh Gift Show

Apr. 19-22 '53, Pittsburgh, Attend.—800
John M. Hammer, Box 227, Knox, Pa.

Montreal Gift Show

Jun. 21-25 '53, Montreal, Que., Attend.—1,800
H. W. Young, 9 Duke St., Toronto, Ont.

Amarillo Gift Show

Jul. 19-21 '53, Amarillo, Attend.—1,000
Ann Howell, Chamber of Commerce, Amarillo, Texas

Tri-State Jewelers Assn.

May 3-4 '53, Washington, D. C., Attend.—300
David Lakein, 515 Broadway, Baltimore, Md.

Government

Municipal Finance Officers of U. S. & Canada

May 31-Jun. 4 '53, Miami, Attend.—1,000
Joseph F. Clark, 1313 E. 60th St., Chicago 37, Ill.

Intl. Assn. of Personnel in Employment Security

Jun. 9-12 '53, Milwaukee, Attend.—1,200
Clifford A. Hollister, 37170 Adams St., Chicago, Ill.

Graphic Arts

American Electro-Platers' Soc.

June 14-18 '53, Philadelphia
D. Gardner Foulke, 445 Broad St., Newark 2, N. J.

Hardware

North Dakota Retail Hardware Assn.

Apr. 1-2 '53, Fargo, Attend.—700
E. J. McGrann, 54½ Broadway, Fargo, N. D.

Georgia Florida Hardware Show

Apr. 12-14 '53, Jacksonville, Fla., Attend.—500
W. W. Howell, P. O. Box 183, Waycross, Ga.

Alabama Retail Hardware Assn.

Apr. 19-21 '53, Birmingham, Attend.—600
Mrs. E. G. Ramsey, 1006 Frank Nelson Bldg., Birmingham, Ala.

Health, Recreation & Welfare

All Ohio Safety Congress & Exhibit

Apr. 14-16 '53, Columbus, Attend.—30,000
R. T. Spencer, State Office Bldg., Columbus, Ohio

Industrial Accident Prevention Assn.

Apr. 20-21 '53, Toronto, Ont., Attend.—3,380
R. G. D. Anderson, 600 Bay St., Toronto, Ont.

American Industrial Hygiene Assn.

Apr. 21-23, Los Angeles, Attend.—400
Dr. H. F. Smyth, 4400 5th Ave., Pittsburgh 13, Pa.

Western Penn Safety Council

Apr. 28-30 '53, Pittsburgh, Attend.—2,500
H. H. Brainerd, 605 Park Bldg., Pittsburgh 22, Pa.

West Virginia State Health Conf.

May 7-8 '53, Charleston, Attend.—500
Annette King, State Dept. of Health,
Charleston 5, W. Va.

Virginia State Wide Safety Conf.

May 7-9 '53, Roanoke, Attend.—2,000
Col. W. M. Myers, 803 1/2 E. Main St.,
Richmond 19, Va.

Central New York Safety Conf. & Exhibit

May 10-13 '53, Syracuse, Attend.—4,000
Walter L. Fox, Safety Div., Chamber of
Commerce, Syracuse 2, N. Y.

North Carolina Industrial Safety Conf.

May 13-15 '53, Winston-Salem, Attend.—
1,000
H. S. Baucom, Industrial Comm. Bldg.,
Raleigh, N. C.

Natl. Industrial Recreation Assn.

May 18-20 '53, Cleveland, Attend.—400
J. W. Fulton, 203 N. Wabash Ave., Chicago
1, Ill.

Natl. Tuberculosis Assn.

May 18-22 '53, Los Angeles, Attend.—
2,500
H. W. Stevens, 1790 Broadway, New York
19, N. Y.

Air Pollution Control Assn.

May 25-28 '53, Baltimore, Attend.—500
Robt. T. Griebing, 4400 5th Ave., Pitts-
burgh, Pa.

Natl. Conf. of Social Work

May 31-Jun. 5 '53, Cleveland, Attend.—
5,000
J. R. Hoffer, 22 W. Gay St., Columbus,
Ohio

New York Health Conf.

Jun. 2-5 '53, Lake Placid, Attend.—1,650
C. M. Hodge, 18 Dove St., Albany 6, N. Y.

American Natl. Red Cross

June, 22-25 '53, Washington, D. C., At-
tend.—5,000
John C. Dotts, Jr., 17th & D St., N. W.,
Washington, D. C.

American Instructors of the Deaf

June, 28-Jul. 3 '53, Vancouver, Wash., At-
tend.—600
Dr. Daniel Cloud, Illinois School for the
Deaf, Jacksonville, Ill.

Heating, Plumbing & Refrigeration

Sheet Metal Contractors Assn. of Illinois
Apr. 15-16 '53, Peoria, Attend.—500
E. A. Schmidt, 1210 E. Laurel St., Spring-
field, Ill.

**All Industry Refrigeration & Air Condition-
tion Educational Conf.**

Apr. 25-27 '53, Seattle
George E. Mills, 1346 Conn. Ave., N. W.,
Washington 6, D. C.

Natl. Assn. of Master Plumbers

May 6-9 '53, Kansas City, Attend.—5,000
John Sudler, 1016 20th St., N. W., Wash-
ington, D. C.

**Institute of Cooking & Heating Appliance
Mfrs.**

Jun. 1-3 '53, Cincinnati, Attend.—800
Samuel Dunckel, Shoreham Hotel, Washing-
ton 8, D. C.

Hobbies & Toys

Natl. Hobby Conv. All States Hobby Clubs
Jul. 30-Aug. 1 '53, Baltimore, Attend.—
1,000
James Brooks, 7722 Elizabeth, Cincinnati,
Ohio

Home Shows**National Home Show**

Apr. 10-18 '53, Toronto, Ont., Attend.—
75,000
Grant Smednor, 410 Bloor St., E., Toronto,
Ont.

Indianapolis Home Show

Apr. 10-19 '53, Indianapolis, Attend.—
100,000
J. Frank Cantwell, 1456 N. Delaware St.,
Indianapolis, Ind.

**Washington Home Bldrs. Show & Home
Furnishing Festival**

Apr. 11-19 '53, Washington, D. C., Attend.—
100,000
James W. Pearson, 1757 K St., N. W.,
Washington, D. C.

**New England Home Show & Modern Living
Exposition**

Apr. 18-26 '53, Boston
Fred Pittero, 248 Boylston St., Boston 16,
Mass.

Columbus Home Show

Apr. 19-24 '53, Columbus
J. A. Knight, 1175 Dublin Rd., Columbus 12,
Ohio

Dallas Natl. Home Show

May 2-10 '53, Dallas
G. A. Godfrey, 2109 Live Oak, Dallas, Tex.

**Eastern Canada Better Home & Industrial
Bldg. Show**

May 11-16 '53, Montreal, Que., Attend.—
40,000
Emile St. Pierre, 423 Ontario, E. Montreal,
Que.

New Orleans Home Show

May 16-24 '53, New Orleans
Eugene W. Rowe, 427 Carondelet St., New
Orleans, La.

Westchester Better Homes Exposition

May 21-28 '53, White Plains, Attend.—
50,000
Robt. A. Durk, 193 Main St., White Plains,
N. Y.

**Construction Industries Exposition & Home
Show of S. Calif.**

Jun. 4-15 '53, Los Angeles, Attend.—200,000
Carl F. Kraatz, 6399 Wilshire Blvd., Los
Angeles 48, Calif.

Hotels & Restaurants**Mid Amer. Restaurant Exposition**

Apr. 7-9 '53, Cleveland, Attend.—4,000
R. R. Williams, 600 Beggs Bldg., Columbus
15, Ohio

Texas Hotel Assn.

Apr. 26-28 '53, San Antonio, Attend.—600
Scott Hardy, Steneleigh Hotel, Dallas, Tex.

Oklahoma Restaurant Assn.

Apr. 28-30 '53, Oklahoma City, Attend.—
1,000
Robroy Price, 2207 N. Broadway, Oklahoma
City, Okla.

Natl. Restaurant Assn.

May 11-14 '53, Chicago, Attend.—21,000
Frank J. Wiffler, 8 S. Michigan Ave., Chi-
cago 3, Ill.

All Southern Hotel Exposition

May 25-27 '53, Atlanta, Attend.—1,500
S. R. Styron, 1216 Rhodes Harvery Bldg.,
Atlanta 3, Ga.

Texas Restaurant Assn.

Jun. 9-11 '53, Dallas, Attend.—2,700
Patrick D. Moreland, 1012 Broad Bldg.,
Austin, Tex.

House Furnishings**Central New York Builders Show**

Apr. 10-15 '53, Syracuse, Attend.—65,000
C. J. Pollatsek, 206 Butternut St., Syracuse,
N. Y.

New England Housewares Show

Apr. 12-14 '53, Boston, Attend.—5,000
Carl Masson, 81 Arlington St., Boston 16,
Mass.

Panhandle Market Show

Jun. 14-15 '53, Amarillo, Attend.—500
Ann Howell, Chamber of Commerce,
Amarillo Bldg., Amarillo, Tex.

New York Lamp Show

Jun. 28-Jul. 3 '53, New York, Attend.—
5,000
Geo. F. Little, 220 5th Ave., New York 1,
N. Y.

Northwest Furniture Market

Jul. 6-10 '53, Seattle, Attend.—4,500
Frank B. Deuster, 505 Lloyd Bldg., Seattle,
Wash.

Los Angeles Furniture Market

Jul. 6-10 '53, Los Angeles
A. V. MacDonald, 2155 E. 7th St., Los
Angeles 23, Calif.

Natl. Housewares & Home Appliance Exhibit

Jul. 13-17 '53, Atlantic City, Attend.—
6,000
A. W. Buddenberg, 1140 Mdse. Mart, Chi-
cago, Ill.

New York Curtain & Drapery Show

Jul. 26-31 '53, New York, Attend.—3,500
H. M. Waters, R.F.D. #1, Lansdale, Pa.

Insurance**Farmers Automobile Insurance Group**

Apr. 6-10 '53, Los Angeles, Attend.—1,000
Bernice Platt, 4680 Wilshire, Los Angeles,
Calif.

Life Office Management Assn.

May 25-26 '53, Swampscott, Mass.
F. L. Rowland, 110 E. 42nd St., New York
17, N. Y.

Labor Union**Union Industries Show**

Apr. 18-25 '53, Minneapolis, Attend.—10,000
Raymond F. Leheney, A.F. of L. Bldg.,
Washington 1, D. C.

Leather & Leather Products**Luggage & Leather Goods Mfrs. of Amer.**

Apr. 19-22 '53, Washington, D. C., Attend.—
1,500
M. A. Levitan, 220 5th Ave., New York 1,
N. Y.

**Natl. Shoe Manufacturers Assn., Factory
Management Conf.**

Apr. 26-28 '53, Cincinnati, Attend.—600
H. R. Quimby, 940 Chrysler Bldg., New
York 17, N. Y.

NW Shoe Travelers Show

May 3-6 '53, St. Paul, Attend.—1,500
Ed Trench, 2095 Highland Pkwy, St. Paul
5, Minn.

Popular Price Shoe Show of Amer.

May 3-7 '53, New York, Attend.—6,000
Maxwell Field, 210 Lincoln St., Boston, Mass.

S.W. Shoe Travelers Assn.

May 10-13 '53, Dallas, Attend.—2,000
Paul B. Schroeder, Southland Hotel, Dallas,
Tex.

Middle Atlantic Shoe Retailers Assn.
Jun. 20-24 '53, Philadelphia, Attend.—1,200
Cal. J. Mensch, 2 Kendal Ave., Pittsburgh, Pa.

Library

Catholic Library Assn.
Apr. 7-11 '53, Columbus, Attend.—650
J. M. Lynn, 209 Vine Ave., Parkridge, Ill.

American Booksellers Assn.
May 24-27 '53, Chicago, Attend.—750
Robert Pilpel, 724 5th Ave., New York 19, N. Y.

American Library Assn.
Jun. 21-27 '53, Los Angeles, Attend.—5,000
John Mackenzie Cory, 50 E. Huron St., Chicago, Ill.

Machinery

American Supply & Machinery Mfrs. Assn.
Apr. 13-15 '53, Miami, Attend.—3,000
R. K. Hanson, 1346 Connecticut Ave., Washington, D. C.

Marketing & Merchandising

Natl. Premium Buyers Exposition
Apr. 20-23 '53, Chicago, Attend.—3,000
A. B. Coffman, 111 W. Jackson Blvd., Chicago 4, Ill.

Western Variety & Jr. Dept. Store Mdse. Shows
May 17-20 '53, San Francisco, Attend.—2,500
Kay Leber, 1355 Market St., San Francisco 3, Calif.

Natl. Assn. of Direct Selling Companies
May 31-Jun. 3 '53, Chicago, Attend.—450
J. M. George, 165 Center St., Winona, Minn.

Western Merchandise Mart
Jul. 13-17 '53, San Francisco
Frank K. Runyan, 1355 Market St., San Francisco 3, Calif.

Medical

Intl. Assn. of Medical Museums Amer. & Canadian Section
Apr. 1-4 '53, St. Louis, Attend.—1,000
F. K. Mostofi, 7th & Indpt. Ave., Washington 25, D. C.

Ohio Hospital Assn.
Apr. 5-8 '53, Cincinnati, Attend.—1,000
Harry C. Eader, 55 E. State St., Columbus 15, Ohio

American Physiological Soc.
Apr. 5-10 '53, Chicago, Attend.—400
Dr. M. O. Lee, 2101 Constitution Ave., Washington 25, D. C.

American Assn. of Railway Surgeons
Apr. 7-9 '53, Chicago, Attend.—500
Stephen G. Halos, 605 N. Michigan Ave., Chicago 11, Ill.

Southeastern Hospital Conf.
Apr. 8-10 '53, New Orleans, Attend.—1,500
R. G. Ramsey, Gartley Ramsey Hospital, Memphis, Tenn.

Texas Chiropractic Society
Apr. 9-11 '53, Houston, Attend.—500
Dr. J. R. Baier, 6731 Harrisburg Blvd., Houston, Tex.

American Academy of Neurology
Apr. 12-19 '53, Edgewater Park, Miss., Attend.—400
Dr. H. D. Fabing, 2314 Auburn Ave., Cincinnati, Ohio

American College of Physicians
Apr. 13-17 '53, Atlantic City, Attend.—5,000
E. R. Loveland, 4200 Pine St., Philadelphia 4, Pa.

Mid-West Hospital Assn.
Apr. 15-17 '53, Kansas City, Mo., Attend.—900
Mrs. Anne Walker, 1021 McGeen St., Kansas City 6, Mo.

Industrial Medical Assn.
Apr. 19-25 '53, Los Angeles, Attend.—2,000
E. C. Holmblad, 28 E. Jackson Bldg., Chicago, Ill.

American Academy of Pediatrics Area Mtg.
Apr. 20-22 '53, Boston, Attend.—2,000
E. H. Christopherson, 636 Church St., Evanston, Ill.

Ohio Medical Assn.
Apr. 21-23 '53, Cincinnati, Attend.—2,500
Chas. S. Nelson, 79 E. State St., Columbus 15, Ohio

Natl. Assn. Chiropractors—Reg. 3
Apr. 23-26 '53, Atlantic City, Attend.—1,200
Dr. J. C. Morris, 108 W. Merchant St., Audubon, N. J.

American College of Allergists
Apr. 24-29 '53, Chicago, Attend.—850
Dr. Fred W. Wittich, 401 LaSalle Bldg., Minneapolis 2, Minn.

Texas Medical Assn. & Woman's Aux.
Apr. 25-29 '53, Houston, Attend.—2,000
N. C. Forrester, 700 Guadalupe St., Austin, Tex.

Iowa Medical Soc. & Aux.
Apr. 26-29 '53, Des Moines, Attend.—1,200
Mary L. McCord, 505 Bankers Trust Bldg., Des Moines 9, Iowa

Connecticut Medical Soc.
Apr. 27-29 '53, Hamden, Attend.—1,000
Creighton Barker, 160 St. Ronan St., New Haven 11, Conn.

Assn. of Western Hospitals
Apr. 27-30 '53, Salt Lake City, Attend.—3,000
Melvin C. Schefflin, 26 O'Farrell St., San Francisco 8, Calif.

American Laryngological Rhinological & Otological Soc.
Apr. 28-30 '53, New Orleans, Attend.—300
Dr. Stewart Nash, 708 Medical Arts Bldg., Rochester, N. Y.

Philadelphia County Medical Soc.
Apr. 28-May 1 '53, Philadelphia, Attend.—3,225
William F. Irwin, 301 S. 21st St., Philadelphia 3, Pa.

American Soc. for Clinical Investigation
May 2-4 '53, Atlantic City
Ludwig W. Eichna, 477 First Ave., New York 16, N. Y.

Osteopathic Assn. of Phys. & Surgs.—Ohio
May 3-6 '53, Columbus, Attend.—450
Dr. E. B. Carnegie, 410 The Arcade, Cleveland, Ohio

Guild of Prescription Opticians of Amer.
May 3-6 '53, New York, Attend.—325
Wm. R. Foulkes, 110 E. 23rd St., New York 10, N. Y.

Kansas Medical Soc.
May 3-7 '53, Wichita, Attend.—1,100
Oliver E. Ebel, 512 New England Bldg., Topeka, Kan.

Tri-State Hospital Assembly
May 4-6 '53, Chicago, Attend.—7,000
Albert G. Hahn, Station A Drawer 7, Evansville 11, Ind.

Medical Soc. of N. Y.
May 4-8 '53, Buffalo, Attend.—300
Charles L. Baldwin, 292 Madison Ave., New York 17, N. Y.

American Psychiatric Assn.
May 4-8 '53, Los Angeles, Attend.—3,000
Austin M. Davies, 1270 Avenue of the Americas, New York, N. Y.

Assn. of Nurses of the Province of Quebec
May 6-8 '53, Montreal, Attend.—800
Miss A. W. Lindsay, 506-1538 Sherbrooke, W., Montreal, Que.

California Osteopathic Assn.
May 8-12 '53, Santa Barbara, Attend.—750
David J. Rodgers, 1298 Wilshire Blvd., Los Angeles 17, Calif.

Medical Soc. of N. C.
May 11-13 '53, Pinehurst, N. C., Attend.—1,600
James T. Barnes, 203 Capitol Club Bldg., Raleigh, N. C.

Aero Medical Assn.
May 11-13 '53, Los Angeles, Attend.—1,000
Dr. T. H. Sutherland, 214 South State St., Marion, Ohio

American Urological Assn.
May 11-14 '53, St. Louis, Attend.—1,500
Dr. Charles H. DeT. Shivers, Boardwalk Arcade Bldg., Atlantic City, N. J.

Texas Hospital Assn.
May 12-14 '53, Galveston, Attend.—1,400
Mrs. Ruth Barnhart, 2208 Main St., Dallas, Tex.

Upper Midwest Hospital Conf.
May 13-15 '53, Minneapolis, Attend.—3,000
Glenn Taylor, Univ. of Minn., Minneapolis, Minn.

Pennsylvania Optometric Assn.
May 17-19 '53, Pittsburgh, Attend.—400
Dr. I. Bennett, 1312 7th Ave., Beaver Falls, Pa.

Minnesota Medical Assn.
May 18-20 '53, St. Paul, Attend.—3,200
R. R. Rosell, 496 Lowry Medical Arts Bldg., St. Paul 2, Minn.

Medical Soc. of New Jersey
May 18-20 '53, Atlantic City, Attend.—2,000
Mrs. Edith L. Madden, 315 State St., Trenton 8, N. J.

Massachusetts Medical Soc.
May 19-21 '53, Boston, Attend.—2,500
Robert St. Boyd, 22 Fenway, Boston, Mass.

Illinois Medical Soc.
May 19-21 '53, Chicago, Attend.—2,100
Dr. H. M. Camp, 224 S. Main St., Monmouth, Ill.

Middle Atlantic Hospital Assembly—N. J., N. Y., & Pa.
May 20-22 '53, Atlantic City, Attend.—1,500
J. Harold Johnston, 506 E. State St., Trenton 9, N. J.

Catholic Hospital Assn. of U. S. & Canada
May 25-28 '53, Kansas City, Mo., Attend.—3,500
M. R. Kneiff, 1438 S. Grand Blvd., St. Louis 11, Mo.

American College of Chest Physicians
May 28-31 '53, New York
Dr. Murray Kornfeld, 112 E. Chestnut St., Chicago, Ill.

American Medical Assn.

Jun. 1-5 '53, New York, Attend.—15,000
Thomas R. Gardiner, 535 N. Dearborn St.,
Chicago 10, Ill.

American Proctologic Soc.

Jun. 10-13 '53, Boston, Attend.—500
Stuarts T. Ross, 131 Fulton Ave., Hemp-
stead, N. Y.

American Soc. of Medical Technologists

Jun. 14-18 '53, Louisville, Attend.—1,000
Miss Rose Mattheaei, 25 Hermann Profes-
sional Bldg., Houston 25, Tex.

Canadian Medical Assn.

Jun. 15-19 '53, Winnipeg, Man., Attend.—
1,900
Dr. T. C. Routley, 135 St. Clair Ave., W.,
Toronto 5, Ont.

Catholic Hospitals of the Province of Quebec

Jun. 22-24 '53, Montreal, Attend.—3,127
Roland Levert, 325 Ste. Catherine Rd., Mon-
treal, Que.

American Osteopathic Assn.

Jul. 13-17 '53, Chicago, Attend.—500
Dr. R. C. McCaughan, 212 E. Ohio St.,
Chicago, Ill.

Post Graduate Medical Assembly of South Texas

Jul. 20-22 '53, Houston, Attend.—2,500
Mrs. W. H. Dahme, 229 Medical Arts Bldg.,
Houston, Tex.

Metal & Metal Products**American Foundrymen's Soc.**

May 4-8 '53, Chicago, Attend.—3,000
A. A. Hilbron, 616 S. Michigan Ave., Chi-
cago 5, Ill.

Minerals & Mining**Rocky Mountain Fed. of Mineral Societies**

May 1-3 '53, Houston
F. C. Kessler, 1022 Macon St., Canon City,
Colo.

Texas Mineral Society

May 1-3 '53, Houston, Attend.—2,000
W. V. Vietti, P. O. Box 2332, Houston 1,
Tex.

American Mining Congress Coal Conv. & Exposition

May 11-14 '53, Cleveland, Attend.—12,800
J. D. Conover, 1102 Ring Bldg., Washington
6, D. C.

Lake Superior Mines Safety Cl.

May 21-22 '53, Duluth, Attend.—800
J. A. Johnson, 18 Federal Bldg., Duluth
2, Minn.

Miscellaneous**Basic Materials for Industry**

Jun. 15-19 '53, New York, Attend.—15,000
Clapp & Poliak, Inc., 341 Madison Ave.,
New York, N. Y.

Music**Music Educators Natl. Conf. North Central Div.**

Apr. 17-21 '53, Milwaukee
C. V. Buttlemann, 64 E. Jackson Blvd., Chi-
cago 4, Ill.

California State Music Teachers Assn.

Jun. 28-Jul. 2 '53, Stockton, Attend.—450
Ardella Schuab, 6227 W. 5th St., Los An-
geles, Calif.

Natl. Assn. of Music Merchants

Jul. 13-16 '53, Chicago, Attend.—8,000
W. R. Gard, 28 E. Jackson Blvd., Chicago
4, Ill.

Office Management & Equipment**Natl. Office Furniture Assn.**

Apr. 26-30 '53, Cleveland, Attend.—2,000
J. R. Gray, 175 5th Ave., New York 10,
N. Y.

Natl. Office Management Assn.

May 25-28 '53, Boston, Attend.—1,200
A. C. Spangler, 132 W. Cheltenham Ave.,
Philadelphia, Pa.

Natl. Office Machine Dirs. Assn.

Jun. 18-20 '53, Atlantic City, Attend.—
1,000
H. W. Mynn, 1267 N. Wilton Pl., Los An-
geles 38, Calif.

Paper**New York Stationery Show**

May 18-23 '53, New York, Attend.—3,500
Wm. E. Little, 220 5th Ave., New York
1, N. Y.

Pharmaceutical**S. E. Hospital Pharmacists Assn.**

Apr. 8-10 '53, New Orleans, Attend.—1,000
Miss Johnnie Croftwell, Baptist Hospital,
Atlanta, Ga.

Oklahoma Pharmaceutical Assn.

Apr. 21-23 '53, Tulsa, Attend.—500
E. R. Weaver, Jr., Jones Pitts Bldg., Still-
water, Okla.

Ohio State Pharmaceutical Assn.

May 17-20 '53, Cincinnati, Attend.—700
James H. Merriitt, 5 E. Long St., Columbus
15, Ohio

New Hampshire Pharmaceutical Assn.

May 22 '53, Manchester, Attend.—400
Dr. G. A. Moulton, 51 Main St., Peter-
borough, N. H.

Indiana State Pharmaceutical Assn.

Jun. 16-18 '53, Indianapolis, Attend.—500
H. W. Heine, 8 N. Senate Ave., Indianap-
olis 4, Ind.

Publishing**Catholic Press Assn.**

May 6-9 '53, Atlantic City, Attend.—500
J. F. Kane, 120 Madison Ave., New York,
N. Y.

American Newspaper Publishers Assn. Mech. Conf.

Jun. 15-17 '53, Milwaukee, Attend.—1,200
V. R. Spitaleri, 370 Lexington Ave., New
York 17, N. Y.

Real Estate**Natl. Assn. Building Owners & Managers**

Jun. 7-11 '53, Pittsburgh, Attend.—1,200
R. B. Beach, 134 S. LaSalle St., Chicago 3,
Ill.

Science**Fed. of Amer. Societies for Experimental Biology**

Apr. 6-10 '53, Chicago, Attend.—5,000
Dr. M. O. Lee, 2101 Constitution Ave.,
Washington 25, D. C.

Illinois Academy of Science

May 9 '53, Macomb, Attend.—500
Paul R. Shaffer, Dept. of Geology, Urbana,
Ill.

Pacific Div. Amer. Assn. for Advancement of Science

Jun. 17-22 '53, Santa Barbara, Attend.—
1,000

Dr. R. C. Miller, Calif. Academy Science,
San Francisco, Calif.

Sporting Goods & Sports**Internatl. Motor Sports Show**

Apr. 4-12 '53, New York
Snitow & Yeager, 331 Madison Ave., New
York 17, N. Y.

Iowa Sports & Vacation Show

Apr. 4-12 '53, Des Moines, Attend.—75,000
M. P. Kelly, 1st Natl. Bank Bldg., St. Paul
1, Minn.

Los Angeles Sportsmen's & Vacation Show

Apr. 9-19 '53, Los Angeles, Attend.—
250,000
H. Werner Buck, 142 S. Fairfax, Los An-
geles, Calif.

Southwest Sports & Vacation Show

Apr. 15-17 '53, Dallas
Martin P. Kelly, First Natl. Bank Bldg.,
St. Paul, Minn.

Natl. Winter Sports Show

May 24-27 '53, New York
J. Andrew Squires, 27 E. 26th St., New
York 10, N. Y.

Natl. Log Birling Championships

Jun. 18-20 '53, Midland, Mich., Attend.—
7,500
Geo. E. Mathison, 2642 N. Summit, Milwau-
kee 11, Wis.

Transportation & Travel**Texas Motor Transportation Assn.**

Jun. 3-6 '53, Ft. Worth, Attend.—700
Chas. M. Ogle, P. O. Box 92, Austin, Tex.

Natl. Truck Trailers & Equipment Show

Jun. 18-21 '53, Los Angeles, Attend.—
40,000
W. K. Stevenson, 3443 S. Hill St., Los An-
geles, Calif.

Railway Supply Mfrs. Assn.

Jun. 21-26 '53, Atlantic City, Attend.—
7,000
A. W. Brown, 60 E. 42nd St., New York 17,
N. Y.

Assn. Amer. Railroads

Jun. 22-24 '53, Atlantic City, Attend.—800
V. R. Hawthorne, 59 E. Van Buren St.,
Chicago, Ill.

Utilities**Natl. Joint Conf. of Elect. & Gas Utility Accountants**

Apr. 20-22 '53, Chicago, Attend.—1,000
H. C. Hasbrouck, 420 Lexington Ave., New
York 17, N. Y.

Amer. Water Works Assn.

May 10-15 '53, Grand Rapids, Attend.—
2,000
H. E. Jordan, 521 5th Ave., New York 17,
N. Y.

Natl. Industrial Service Assn.

May 24-28 '53, New York, Attend.—800
Fred B. Wipperman, 818 Olive St., St.
Louis 1, Mo.

Veterinary**American Animal Hospital Assn.**

May 6-9 '53, Minneapolis, Attend.—600
Dr. W. H. Riser, 5335 Touhey Ave., Skokie,
Ill.

American Veterinary Medical Assn. & Aux.

Jul. 20-23 '53, Toronto, Ont., Attend.—
2,500
J. G. Hardenbergh, 600 S. Michigan Ave.,
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OCT. 19-23, 1953

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